2018 – 2019
Annual Assessment Report

Bachelor of Arts
Multimedia Journalism

Program Information Report

Program (CAS) - SMSC - Multimedia Journalism (BA) - 478

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

2018 - 2019
Program Information

Assessment Coordinator's Name: Gina Noble
Assessment Coordinator's E-mail Address: gina.noble@okstate.edu
Number of Students Enrolled in the Program: 35
Total Number of Students Graduated: 6
Number of Student Graduates from Stillwater Campus: 6
Were university assessment funds used by the department/program for assessment activities?: Yes
Number of Student Graduates from Tulsa Campus: 0
If yes, describe how funds were used and the contribution the funds had on the assessment process: Funds were used to pay SMSC alumni to assess student digital portfolios. SMSC selected and paid alumni who had been working professionally at least three-to-five years (or more) in media, sports media and strategic communications (representative of SMSC's three programs). The funds helped legitimize the importance of SMSC's assessment research to participating alumni because they took their jobs seriously and gave in-depth answers to help us better understand our students' strengths and weaknesses, which helps faculty improve curricula. One-hundred percent of the selected participants completed the survey.

Assessment Impact Report: Plans and Findings

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Diversity
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Community involvement

Outcome: #1 - Understanding constitutional freedoms & legal and ethical principles

Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.3
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Findings

09/16/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Results indicate a good representation of the learning outcome
Number of Students Assessed: 6
Number of Successful Students: 6
How were students selected to participate in the assessment of this outcome?: randomly selected from a senior list using randomizer. com
What do the findings suggest about student achievement of this learning outcome?: Results indicate a good representation of the learning outcome

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students

taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)

* Learning Outcome Goal/Benchmark: Pretest - Average score - 38%
Posttest - Average score - 71%
Goal achieved.
Timeline for Assessment: annually

Findings
09/16/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning as they progress through the program.
Number of Students Assessed: 120
Number of Successful Students: 120
How were students selected to participate in the assessment of this outcome?: graduating seniors required to take the exam in capstone class
What do the findings suggest about student achievement of this learning outcome?: Students are learning as they progress through the program.

Outcome: #2 - Relevance of human diversity in mass communications

Students will demonstrate an understanding of the relevance of human diversity in mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4 / 5
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Findings
09/16/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students agree they have learned through classes and have an understanding of the relevance of human diversity
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: all seniors were invited to participate in an exit survey
What do the findings suggest about student achievement of this learning outcome?: Students understand the importance of human diversity in mass communications but all faculty should continue to emphasize its importance in each class and each sequence

Outcome: #3 - History and social role of mass communications.

Students will demonstrate respect for the history and social role of mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

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Survey - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4/5

Timeline for Assessment: annually.

Findings
09/16/2019

Reporting Period: 2018 - 2019

Conclusion: 3 - Meets Program Expectations (Proficient)

Seniors agree they have learned about and have a respect for the history and social role of mass communications

Number of Students Assessed: 6

Number of Successful Students: 6

How were students selected to participate in the assessment of this outcome?: online survey offered to all graduating seniors

What do the findings suggest about student achievement of this learning outcome?: students have a good understanding of the diversity issues in mass communication

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Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)

* Learning Outcome Goal/Benchmark: Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%.

Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press.

Timeline for Assessment: annually

Findings
09/16/2019

Reporting Period: 2018 - 2019

Conclusion: 3 - Meets Program Expectations (Proficient)

Students are learning as they progress through the program, and the questions on the test need to better reflect the subject matter of core courses.

Number of Students Assessed: 20

Number of Successful Students: 16

How were students selected to participate in the assessment of this outcome?: all students are required to take the post test in their capstone class

What do the findings suggest about student achievement of this learning outcome?: Students are learning...but better testing / test questions are needed

Outcome: #4 - Critical, creative and independent thinking in mass communication

Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories:
1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)
2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)

4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* **Learning Outcome Goal/Benchmark:** 3.85 / 5

Timeline for Assessment: Yearly

Findings   09/16/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students demonstrated proficiency in critical, creative and independent thinking
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: randomly selected from a senior list using randomly.com
What do the findings suggest about student achievement of this learning outcome?: Students are adequately prepared in critical, creative and independent thinking, and there's always room for improvement. Improvement stems from upper-division courses requiring assignments that emphasize the importance of critical, creative and independent thinking.

Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)
* **Learning Outcome Goal/Benchmark:** XX

Findings   09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Supervisors rated students as proficient to advanced in critical, creative and independent thinking in mass communications
Number of Students Assessed: 13
Number of Successful Students: 13
How were students selected to participate in the assessment of this outcome?: all credit internships require supervisor evaluations
What do the findings suggest about student achievement of this learning outcome?: students are proficiently skilled in critical, creative and independent thinking in mass communications

Outcome: #5 - Relevant theories and concepts of mass communication

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Students will demonstrate an understanding of the relevant theories and concepts of mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating Senior Exit Survey (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.1 / 5

Findings

09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Student results demonstrate a good representation of the understanding of relevant theories and concepts in mass communications
Number of Students Assessed: 6
Number of Successful Students: 6
How were students selected to participate in the assessment of this outcome?: seniors were invited to participate in an exit survey
What do the findings suggest about student achievement of this learning outcome?: Students have a relevant understanding of theories and concepts in mass communications, but more theories should be added to the curriculum

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Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam (Active)
* Learning Outcome Goal/Benchmark: Students' scores on the theory question determined students understood the theory
Timeline for Assessment: annually

Findings

09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
One question in the pre-post exam deals with theory - more questions should be added - faculty should focus on classes covering the theories
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: required for all graduating seniors enrolled in capstone class and all students enrolled in Media Style & Structure
What do the findings suggest about student achievement of this learning outcome?: faculty should discuss theories to be used in subsequent classes / more questions written for theory on pre-post exam

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Supervisor Evaluation - Internship supervisor evaluation (Active)
* Learning Outcome Goal/Benchmark: xx

Findings

09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 2 - Meets Minimum Program Expectations (Developing)
While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured?
Number of Students Assessed: 13
Number of Successful Students: 13
How were students selected to participate in the assessment of this outcome?: all students earning internship credit are required to receive an internship supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: supervisors are giving a rating to something they usually don't measure...many mark it as NA instead of giving a rating. This question & measurement need to be reassessed.

Outcome: #6 - Methods and techniques of research and information gathering

Students will demonstrate an understanding of the methods and techniques of research and information gathering.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* Learning Outcome Goal/Benchmark: 3.75
Timeline for Assessment: Yearly

Findings
09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students demonstrated an understanding of the methods and techniques or research and information gathering
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: Randomly selected from a senior list using randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students demonstrated an understanding of the methods and techniques or research and information gathering

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)
* Learning Outcome Goal/Benchmark: XX

Program (CAS) - SMSC - Multimedia Journalism (BA) - 478

Findings

Reporting Period: 2018 - 2019   09/20/2019

Conclusion: 3 - Meets Program Expectations (Proficient)

Students demonstrated an adequate understanding of the methods and techniques of research and information gathering.

Number of Students Assessed: 13

Number of Successful Students: 13

How were students selected to participate in the assessment of this outcome?: all students who earn internship credit are required to have a supervisor evaluation

What do the findings suggest about student achievement of this learning outcome?: students are adequately prepared in the areas of research and information gathering

Outcome: #7 - Writing, editing and production techniques of mass communication specialties

Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories: 13

1) evidence of the ability to write clearly and without errors (Excel Column L)
2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* Learning Outcome Goal/Benchmark: 3.9
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019

Conclusion: 3 - Meets Program Expectations (Proficient)

Students adequately demonstrated an understanding of writing, editing and production techniques

Number of Students Assessed: 5

Number of Successful Students: 5

How were students selected to participate in the assessment of this outcome?: randomly selected from a senior list using randomizer.com

What do the findings suggest about student achievement of this learning outcome?: Students demonstrate adequate knowledge in writing, editing and production

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone

courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.

For LO #7, questions 1-20 were counted. (Active)
* Learning Outcome Goal/Benchmark:
Pre assessment score were 76/100.
Post assessment scores were 83 / 100.

Findings

09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning the "core curriculum" material because the pre-test scores are lower than the post-test scores
Number of Students Assessed: 120
Number of Successful Students: 120
How were students selected to participate in the assessment of this outcome?: required for all students in Media Style & Structure and all students in strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: students are learning, but some information seems to be forgotten between sophomore and senior year

Outcome: #8 = Relevant planning and management methods in mass communication

Students will demonstrate an understanding of relevant planning and management methods in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. (Active)
* Learning Outcome Goal/Benchmark: 3.7
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: Yearly

Findings

09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students agree they understand the relevant planning and management methods in mass communication.
Number of Students Assessed: 6
Number of Successful Students: 6
How were students selected to participate in the assessment of this outcome?: all seniors were invited to participate in an exit survey
What do the findings suggest about student achievement of this learning outcome?: students agree they understand the relevant planning and management methods

Program Plan and Findings: Four Column Layout

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Diversity
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Community involvement

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
#1 - Understanding constitutional freedoms & legal and ethical principles - Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 4.3 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Results indicate a good representation of the learning outcome (09/16/2019) **Number of Students Assessed:** 6 **Number of Successful Students:** 6 **How were students selected to participate in the assessment of this outcome?:** randomly selected from a senior list using randomizer. com **What do the findings suggest about student achievement of this learning outcome?:** Results indicate a good representation of the learning outcome	
	Comprehensive, Certification, or	**Reporting Period:** 2018 - 2019	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. *** Learning Outcome** **Goal/Benchmark:** Pretest - Average score - 38% Posttest - Average score - 71% Goal achieved. **Timeline for Assessment:** annually	**Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning as they progress through the program. (09/16/2019) **Number of Students Assessed:** 120 **Number of Successful Students:** 120 **How were students selected to participate in the assessment of this outcome?:** graduating seniors required to take the exam in capstone class **What do the findings suggest about student achievement of this learning outcome?:** Students are learning as they progress through the program.	
#2 - Relevance of human diversity in mass communications - Students will demonstrate an understanding of the relevance of human diversity in mass communications. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey** - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 4 / 5 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students agree they have learned through classes and have an understanding of the relevance of human diversity (09/16/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** all seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Students understand the importance of human diversity in mass communications but all faculty should continue to emphasize its importance in each class and each sequence	
#3 - History and social role of mass communications. - Students will demonstrate respect for the history and social role of mass communications.	**Survey** - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. *** Learning Outcome**	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Seniors agree they have learned about and have a respect for the history and social role of mass communications (09/16/2019)	

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Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
Outcome Status: Active **Planned Assessment Year:** 2018 - 2019	**Goal/Benchmark:** Goal achieved: 4/5 **Timeline for Assessment:** annually.	**Number of Students Assessed:** 6 **Number of Successful Students:** 6 **How were students selected to participate in the assessment of this outcome?:** online survey offered to all graduating seniors **What do the findings suggest about student achievement of this learning outcome?:** students have a good understanding of the diversity issues in mass communication	
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. * **Learning Outcome** **Goal/Benchmark:** Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%. Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning as they progress through the program, and the questions on the test need to better reflect the subject matter of core courses. (09/16/2019) **Number of Students Assessed:** 20 **Number of Successful Students:** 16 **How were students selected to participate in the assessment of this outcome?:** all students are required to take the post test in their capstone class **What do the findings suggest about student achievement of this learning outcome?:** Students are learning...but better testing / test questions are needed	
#4 - Critical, creative and independent thinking in mass communication - Students will demonstrate critical, creative and	**Portfolio Review -** In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking)	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students demonstrated proficiency in critical, creative and independent thinking (09/16/2019)	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
independent thinking as they relate to individual disciplines in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	is assessed in four categories: 1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D) 2) if the student was able to craft innovative solutions to difficult problems (Excel Column E) 3) if the student's work reflected looking beyond the obvious (Excel Column F) 4) if the student had the ability to effectively communicate complex ideas (Excel Column G) External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome * **Learning Outcome** Goal/Benchmark: 3.85 / 5 **Timeline for Assessment:** Yearly **Supervisor Evaluation** - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the	**Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** randomly selected from a senior list using randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Students are adequately prepared in critical, creative and independent thinking, and there's always room for improvement. Improvement stems from upper-division courses requiring assignments that emphasize the importance of critical, creative and independent thinking. **Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Supervisors rated students as proficient to advanced in critical, creative and independent thinking in mass	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	student's critical, creative and independent thinking / work and rate the work on a 7-point-scale. 1 = Not Applicable 2 = Understanding Not Demonstrated 3 = Demonstrated Only Slightly 4 = Demonstrated Occasionally 5 = Demonstrated But Needs Work 6 = Demonstrated Well 7 = Expertly Demonstrated * Learning Outcome Goal/Benchmark: XX	communications (09/20/2019) **Number of Students Assessed:** 13 **Number of Successful Students:** 13 **How were students selected to participate in the assessment of this outcome?:** all credit internships require supervisor evaluations **What do the findings suggest about student achievement of this learning outcome?:** students are proficiently skilled in critical, creative and independent thinking in mass communications	
#5 - Relevant theories and concepts of mass communication - Students will demonstrate an understanding of the relevant theories and concepts of mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	Survey - Graduating Senior Exit Survey * Learning Outcome Goal/Benchmark: Goal achieved: 4.1 / 5	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Student results demonstrate a good representation of the understanding of relevant theories and concepts in mass communications (09/20/2019) **Number of Students Assessed:** 6 **Number of Successful Students:** 6 **How were students selected to participate in the assessment of this outcome?:** seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Students have a relevant understanding of theories and concepts in mass communications, but more theories should be added to the curriculum	
	Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam * Learning Outcome Goal/Benchmark: Students' scores on the theory question determined students understood the theory Timeline for Assessment: annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) One question in the pre-post exam deals with theory - more questions should be added - faculty should focus on classes covering the theories (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** required for all graduating seniors enrolled in capstone class and all students enrolled in Media Style & Structure **What do the findings suggest about student achievement**	

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Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Supervisor Evaluation - Internship supervisor evaluation *** Learning Outcome Goal/Benchmark:** xx	of this learning outcome?: faculty should discuss theories to be used in subsequent classes / more questions written for theory on pre-post exam **Reporting Period:** 2018 - 2019 **Conclusion:** 2 - Meets Minimum Program Expectations (Developing) While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured? (09/20/2019) **Number of Students Assessed:** 13 **Number of Successful Students:** 13 **How were students selected to participate in the assessment of this outcome?:** all students earning internship credit are required to receive an internship supervisor evaluation **What do the findings suggest about student achievement of this learning outcome?:** supervisors are giving a rating to something they usually don't measure...many mark it as NA instead of giving a rating. This question & measurement need to be reassessed.	
#6 - Methods and techniques of research and information gathering - Students will demonstrate an understanding of the methods and techniques of research and information gathering. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Portfolio Review -** In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for 1) the ability to gather information effectively and competently (Excel Column H) 2) initiative and creativity in information gathering (Excel Column I) 3) use multiple methods and sources for research (Excel Column J) 4) to effectively communicate how the information was gathered (Excel Column K) External reviewers reviewed five	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students demonstrated an understanding of the methods and techniques or research and information gathering (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** Randomly selected from a senior list using randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Students demonstrated an understanding of the methods and techniques or research and information gathering	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome		
	* Learning Outcome **Goal/Benchmark:** 3.75 **Timeline for Assessment:** Yearly **Supervisor Evaluation** - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale. 1 = Not Applicable 2 = Understanding Not Demonstrated 3 = Demonstrated Only Slightly 4 = Demonstrated Occasionally 5 = Demonstrated But Needs Work 6 = Demonstrated Well 7 = Expertly Demonstrated *** Learning Outcome** **Goal/Benchmark:** XX	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students demonstrated an adequate understanding of the methods and techniques of research and information gathering. (09/20/2019) **Number of Students Assessed:** 13 **Number of Successful Students:** 13 **How were students selected to participate in the assessment of this outcome?:** all students who earn internship credit are required to have a supervisor evaluation **What do the findings suggest about student achievement of this learning outcome?:** students are adequately prepared in the areas of research and information gathering	
#7 - Writing, editing and production	**Portfolio Review** - In the External	**Reporting Period:** 2018 - 2019	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
techniques of mass communication specialties - Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories: 13 1) evidence of the ability to write clearly and without errors (Excel Column L) 2) craft language for interesting and effective communication (Excel Column M) 3) write across platforms effectively (Excel Column N) 4) communicate to wide and diverse audiences (Excel Column O) External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome * Learning Outcome **Goal/Benchmark:** 3.9 **Timeline for Assessment:** Yearly	**Conclusion:** 3 - Meets Program Expectations (Proficient) Students adequately demonstrated an understanding of writing, editing and production techniques (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** randomly selected from a senior list using randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Students demonstrate adequate knowledge in writing, editing and production	
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning the "core curriculum" material because the pre-test scores are lower than the post-test	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. For LO #7, questions 1-20 were counted. *** Learning Outcome Goal/Benchmark:** Pre assessment score were 76/100. Post assessment scores were 83 / 100.	scores (09/20/2019) **Number of Students Assessed:** 120 **Number of Successful Students:** 120 **How were students selected to participate in the assessment of this outcome?:** required for all students in Media Style & Structure and all students in strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** students are learning, but some information seems to be forgotten between sophomore and senior year	
#8 = Relevant planning and management methods in mass communication - Students will demonstrate an understanding of relevant planning and management methods in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. *** Learning Outcome Goal/Benchmark:** 3.7 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** Yearly	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students agree they understand the relevant planning and management methods in mass communication. (09/20/2019) **Number of Students Assessed:** 6 **Number of Successful Students:** 6 **How were students selected to participate in the assessment of this outcome?:** all seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** students agree they understand the relevant planning and management methods	

Program Plans: Outcomes and Assessment Methods

Program (CAS) - SMSC - Multimedia Journalism (BA) - 478

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcome: #1 - Understanding constitutional freedoms & legal and ethical principles

Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.3
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)

* Learning Outcome Goal/Benchmark: Pretest - Average score - 38%
Posttest - Average score - 71%
Goal achieved.
Timeline for Assessment: annually

Outcome: #2 - Relevance of human diversity in mass communications

Program (CAS) - SMSC - Multimedia Journalism (BA) - 478

Students will demonstrate an understanding of the relevance of human diversity in mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4 / 5
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Outcome: #3 - History and social role of mass communications.

Students will demonstrate respect for the history and social role of mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4/5
Timeline for Assessment: annually.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)

* Learning Outcome Goal/Benchmark: Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%.

Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press.
Timeline for Assessment: annually

Outcome: #4 - Critical, creative and independent thinking in mass communication

Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories:
1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)

2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)
4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: 3.85 / 5

Timeline for Assessment: Yearly

Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: XX

Outcome: #5 - Relevant theories and concepts of mass communication

Students will demonstrate an understanding of the relevant theories and concepts of mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating Senior Exit Survey (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.1 / 5

Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam (Active)

* Learning Outcome Goal/Benchmark: Students' scores on the theory question determined students understood the theory
Timeline for Assessment: annually

Supervisor Evaluation - Internship supervisor evaluation (Active)

* Learning Outcome Goal/Benchmark: xx

Program (CAS) - SMSC - Multimedia Journalism (BA) - 478

Outcome: #6 - Methods and techniques of research and information gathering

Students will demonstrate an understanding of the methods and techniques of research and information gathering.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: 3.75
Timeline for Assessment: Yearly

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: XX

Outcome: #7 - Writing, editing and production techniques of mass communication specialties

Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:

13

1) evidence of the ability to write clearly and without errors (Excel Column L)
2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.

1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: 3.9
Timeline for Assessment: Yearly

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.

For LO #7, questions 1-20 were counted. (Active)

* Learning Outcome Goal/Benchmark:
Pre assessment score were 76/100.
Post assessment scores were 83 / 100.

Outcome: #8 = Relevant planning and management methods in mass communication

Students will demonstrate an understanding of relevant planning and management methods in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. (Active)

* Learning Outcome Goal/Benchmark: 3.7
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: Yearly

Annual Executive Summary Report

Program (CAS) - SMSC - Multimedia Journalism (BA) - 478

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Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

2018 - 2019

Program Assessment Coordinator: Gina Noble

Plan Review and Approval

Date Current Plan Was Reviewed and Approved: 09/20/2019
Date of Future Plan Review and Approval: 08/28/2021

Summary of Assessment Findings

Describe overall assessment findings and faculty members' interpretation of the assessment results: The 2018-19 SMSC Assessment Committee finds the overall averages for the pretest vs. posttest were relatively low (i.e., 62 vs. 74 percent). However, the averages were higher than the previous year's scores (50 vs. 67 percent) and showed improvements in three of the four core courses. Those scores indicate students are learning many key concepts. In contrast, averages related to Media in a Diverse Society did not improve substantially and, for some questions, the posttest averages were lower than for the pretest. However, this was only the second time both tests were administered in the same academic year so making any statement about the overarching effectiveness of teaching based on test results is difficult.

The committee notes that student scores can be affected by the time between taking a core course and taking the posttest. Also unaccounted for are students, including transfers, who take core courses elsewhere. To help address the latter, we recommend starting next year, SMSC use CWIDs to track scores of the same cohort that took the pretest and the posttest. This should reveal more information about student learning in the SMSC curriculum.

The committee also recognizes that low pretest and posttest scores could be attributed in part to a lack of student effort on the tests because doing well doesn't affect their respective course grades. Some students might consider these tests to be a necessary chore to finish quickly rather than an opportunity to demonstrate what they know.

Overall, multimedia journalism students demonstrated an understanding of the Learning Objectives, demonstrated proficiency in critical, creative and independent thinking, and demonstrated an understanding of the writing, editing, information gathering and production techniques.

Dissemination of Findings

Describe the individual(s) or committee responsible for reviewing and interpreting assessment data: Dr. John McGuire - sequence head for Sports Media

Dr. Joey Senat - sequence head for Multimedia Journalism
Dr. BobbiKay Lewis - associate dean - College of Arts & Sciences & acting strategic communication sequence head
Describe the process for sharing and discussing assessment findings with program faculty: Sequence heads, program director and associate director send results to all faculty members then discuss results with faculty during faculty meeting

Program Improvements Based on Assessment

Based on data collected this year, what changes are being considered or planned for the program?: We plan to revise pre-post questions to better reflect the core curriculum; revising one question asked of internship supervisors regarding theories; separating students' results by sequences by adding "your major' to each pre and post test.

Based on this year's findings, what (if any) changes are planned for the assessment process?: No changes in assessment measures other than we will have fewer external reviewers assessing each sequence because funding was cut by half this year. Our external reviewers review student portfolios, which is the most important assessment measure for our School.

Describe the process for implementing these changes/planned program improvements: Proposal by associate director to director; director adds information on faculty agenda; information explained to faculty; faculty vote

Program Improvements Made in the Last Year: Assessment Measure Improvements, Improved Faculty Understanding or Buy-In

Goals for the Coming Year: Sequence heads will replace some pre-post test questions to better reflect core curriculum ; internship supervisor question discussed and possibly eliminated (learning outcome #5). Continued faculty buy-in and increased awareness of all assessment measures

Is this Summary Report Complete?: Yes

List all individuals associated with this report preparation: Gina Noble

2018 – 2019
Annual Assessment Report

Bachelor of Science
Multimedia Journalism

Program Information Report

Program (CAS) - SMSC - Multimedia Journalism (BS) - 477

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Problem solving skills
Diversity
Leadership
Community involvement

2018 - 2019
Program Information
Assessment Coordinator's Name: Gina Noble
Assessment Coordinator's E-mail Address: gina.noble@okstate.edu
Number of Students Enrolled in the Program: 56
Total Number of Students Graduated: 10
Number of Student Graduates from Stillwater Campus: 10
Were university assessment funds used by the department/program for assessment activities?: Yes
Number of Student Graduates from Tulsa Campus: 0
If yes, describe how funds were used and the contribution the funds had on the assessment process: Funds were used to pay SMSC alumni to assess student digital portfolios. SMSC selected and paid alumni who had been working professionally at least three-to-five years (or more) in media, sports media and strategic communications (representative of SMSC's three programs). The funds helped legitimize the importance of SMSC's assessment research to participating alumni because they took their jobs seriously and gave in-depth answers to help us better understand our students' strengths and weaknesses, which helps faculty improve curricula. One-hundred percent of the selected participants completed the survey.

Annual Executive Summary Report

Program (CAS) - SMSC - Multimedia Journalism (BS) - 477

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2018 - 2019

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Is this Summary Report Complete?: Yes

List all individuals associated with this report preparation: Gina Noble

Assessment Impact Report: Plans and Findings

Program (CAS) - SMSC - Multimedia Journalism (BS) - 477

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Diversity
Leadership
Community involvement

Outcome: #1 - Understanding constitutional freedoms & legal and ethical principles

Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.3
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Results indicate a good representation of the learning outcome
Number of Students Assessed: 6
Number of Successful Students: 6
How were students selected to participate in the assessment of this outcome?: randomly selected from a senior list using randomizer. com
What do the findings suggest about student achievement of this learning outcome?: Results indicate a good representation of the learning outcome

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students

taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)
* Learning Outcome Goal/Benchmark: Pretest - Average score - 38%
Posttest - Average score - 71%
Goal achieved.
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning as they progress through the program.
Number of Students Assessed: 120
Number of Successful Students: 120
How were students selected to participate in the assessment of this outcome?: required exam for all capstone students
What do the findings suggest about student achievement of this learning outcome?: Students are learning as they progress through the program.

Outcome: #2 - Relevance of human diversity in mass communications

Students will demonstrate an understanding of the relevance of human diversity in mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4/5
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Results demonstrate a good representation of understanding of the relevance of human diversity in mass communications
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: all seniors were invited to participate in an exit survey
What do the findings suggest about student achievement of this learning outcome?: Students understand the importance of human diversity in mass communications but all faculty should continue to emphasize its importance in each class and each sequence

Outcome: #3 - History and social role of mass communications.

Students will demonstrate respect for the history and social role of mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Survey - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4/5

Timeline for Assessment: annually.

Findings

Reporting Period: 2018 - 2019   09/20/2019

Conclusion: 3 - Meets Program Expectations (Proficient)

Results demonstrate a good representation of students' respect for the history and social role of mass communications. All faculty should emphasize the importance of history and social role in their classes. The social role can be emphasized through in-class speakers, etc.

Number of Students Assessed: 6

Number of Successful Students: 6

How were students selected to participate in the assessment of this outcome?: seniors were invited to participate in an exit survey

What do the findings suggest about student achievement of this learning outcome?: Students have a good understanding regarding the history and social role of mass communication.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)

* Learning Outcome Goal/Benchmark: Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%.

Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press.

Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019

Conclusion: 1 - Does Not Meet Program Expectations (Unacceptable)

Unable to accurately measure results. Questions # 42-50 on the pre-post test must be revised. Many questions were deemed as too "trivial" in nature by the committee. Questions must be replaced before the next testing session.

Number of Students Assessed: 140

Number of Successful Students: 140

How were students selected to participate in the assessment of this outcome?: Required for all students in Media Style and Structure and strategic communication capstone classes

What do the findings suggest about student achievement of this learning outcome?: Faculty need to work together to replace questions pertaining to history and social role, and faculty need to make sure the information is included and emphasized in all or most upper-division classes

Outcome: #4 - Critical, creative and independent thinking in mass communication

Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and

independent thinking) is assessed in four categories:
1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)
2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)
4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* **Learning Outcome Goal/Benchmark:** 3.85 / 5
Timeline for Assessment: Yearly

Findings
09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students demonstrated proficiency in critical, creative and independent thinking
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: randomly selected from a senior list using randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students are adequately prepared in critical, creative and independent thinking, and there's always room for improvement. Improvement stems from upper-division courses requiring assignments that emphasize the importance of critical, creative and independent thinking.

Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)
* **Learning Outcome Goal/Benchmark:** XX

Findings
09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Supervisors rated students as proficient to advanced in critical, creative and independent thinking in mass communications
Number of Students Assessed: 13
Number of Successful Students: 13
How were students selected to participate in the assessment of this outcome?: all credit internships required supervisor evaluations
What do the findings suggest about student achievement of this learning outcome?: students are proficiently skilled in critical, creative and independent thinking in mass communications

Outcome: #5 - Relevant theories and concepts of mass

Program (CAS) - SMSC - Multimedia Journalism (BS) - 477

communication

Students will demonstrate an understanding of the relevant theories and concepts of mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating Senior Exit Survey (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.1 / 5

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Student results demonstrate a good representation of the understanding of relevant theories and concepts in mass communications
Number of Students Assessed: 6
Number of Successful Students: 6
How were students selected to participate in the assessment of this outcome?: seniors were invited to participate in an exit survey
What do the findings suggest about student achievement of this learning outcome?: Students have a relevant understanding of theories and concepts in mass communications, but more theories should be added to the curriculum.

Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam (Active)
* Learning Outcome Goal/Benchmark: Students' scores on the theory question determined students understood the theory
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
One question in the pre-post exam deals with theory - more questions should be added - faculty should focus on classes covering the theories
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: required for all graduating seniors enrolled in capstone class and all students enrolled in Media Style & Structure
What do the findings suggest about student achievement of this learning outcome?: faculty should discuss theories to be used in subsequent classes / more questions written for theory on pre-post exam

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Supervisor Evaluation - Internship supervisor evaluation (Active)
* Learning Outcome Goal/Benchmark: xx

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 2 - Meets Minimum Program Expectations (Developing)
While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured?
Number of Students Assessed: 13
Number of Successful Students: 13
How were students selected to participate in the assessment of this outcome?: All students earning internship credit are required to receive an internship supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: supervisors are giving a rating to

something they usually don't measure...many mark it as NA instead of giving a rating. This question & measurement need to be reassessed.

Outcome: #6 - Methods and techniques of research and information gathering

Students will demonstrate an understanding of the methods and techniques of research and information gathering.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* **Learning Outcome Goal/Benchmark:** 3.75
Timeline for Assessment: Yearly

Findings
09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students demonstrated an understanding of the methods and techniques or research and information gathering
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: Randomly selected from a senior list using randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students demonstrated an understanding of the methods and techniques or research and information gathering

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: XX

Findings

09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students demonstrated an adequate understanding of the methods and techniques of research and information gathering.
Number of Students Assessed: 13
Number of Successful Students: 13
How were students selected to participate in the assessment of this outcome?: all students who earn internship credit are required to have a supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: students are adequately prepared in the areas of research and information gathering

Outcome: #7 - Writing, editing and production techniques of mass communication specialties

Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:
13
1) evidence of the ability to write clearly and without errors (Excel Column L)
2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* Learning Outcome Goal/Benchmark: 3.9
Timeline for Assessment: Yearly

Findings

09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students adequately demonstrated an understanding of writing, editing and production techniques
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: randomly selected from a senior list using randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students demonstrate adequate knowledge in writing, editing and production

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students

taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.

For LO #7, questions 1-20 were counted. (Active)
* Learning Outcome Goal/Benchmark: Pre assessment score were 76/100.
Post assessment scores were 83 / 100.

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning the "core curriculum" material because the pre-test scores are lower than the post-test scores
Number of Students Assessed: 120
Number of Successful Students: 120
How were students selected to participate in the assessment of this outcome?: required for all students in Media Style & Structure and all students in strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Students are learning, but some information seems to be forgotten between sophomore and senior year.

Outcome: #8 = Relevant planning and management methods in mass communication

Students will demonstrate an understanding of relevant planning and management methods in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. (Active)
* Learning Outcome Goal/Benchmark: 3.7
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students agree they understand the relevant planning and management methods in mass communication.
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: all seniors were invited to participate in an exit survey
What do the findings suggest about student achievement of this learning outcome?: Students agree they understand the relevant planning and management methods

Program Plan and Findings: Four Column Layout

Program (CAS) - SMSC - Multimedia Journalism (BS) - 477

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
#1 - Understanding constitutional freedoms & legal and ethical principles - Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome Goal/Benchmark:** Goal achieved: 4.3 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Results indicate a good representation of the learning outcome (09/20/2019) **Number of Students Assessed:** 6 **Number of Successful Students:** 6 **How were students selected to participate in the assessment of this outcome?:** randomly selected from a senior list using randomizer. com **What do the findings suggest about student achievement of this learning outcome?:** Results indicate a good representation of the learning outcome	
	Comprehensive, Certification, or	**Reporting Period:** 2018 - 2019	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. *** Learning Outcome Goal/Benchmark:** Pretest - Average score - 38% Posttest - Average score - 71% Goal achieved. **Timeline for Assessment:** annually	**Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning as they progress through the program. (09/20/2019) **Number of Students Assessed:** 120 **Number of Successful Students:** 120 **How were students selected to participate in the assessment of this outcome?:** required exam for all capstone students **What do the findings suggest about student achievement of this learning outcome?:** Students are learning as they progress through the program.	
#2 - Relevance of human diversity in mass communications - Students will demonstrate an understanding of the relevance of human diversity in mass communications. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey** - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome Goal/Benchmark:** Goal achieved: 4/5 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Results demonstrate a good representation of understanding of the relevance of human diversity in mass communications (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** all seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Students understand the importance of human diversity in mass communications but all faculty should continue to emphasize its importance in each class and each sequence	
#3 - History and social role of mass communications. - Students will demonstrate respect for the history and social role of mass communications.	**Survey** - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. *** Learning Outcome**	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Results demonstrate a good representation of students' respect for the history and social role of mass communications. All faculty should emphasize the	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
Outcome Status: Active **Planned Assessment Year:** 2018 - 2019	**Goal/Benchmark:** Goal achieved: 4/5 **Timeline for Assessment:** annually.	importance of history and social role in their classes. The social role can be emphasized through in-class speakers, etc. (09/20/2019) **Number of Students Assessed:** 6 **Number of Successful Students:** 6 **How were students selected to participate in the assessment of this outcome?:** seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Students have a good understanding regarding the history and social role of mass communication.	
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. *** Learning Outcome** **Goal/Benchmark:** Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%. Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 1 - Does Not Meet Program Expectations (Unacceptable) Unable to accurately measure results. Questions # 42-50 on the pre-post test must be revised. Many questions were deemed as too "trivial" in nature by the committee. Questions must be replaced before the next testing session. (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** Required for all students in Media Style and Structure and strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Faculty need to work together to replace questions pertaining to history and social role, and faculty need to make sure the information is included and emphasized in all or most upper-division classes	
#4 - Critical, creative and	**Portfolio Review** - In the portfolio	**Reporting Period:** 2018 - 2019	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
independent thinking in mass communication - Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories: 1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D) 2) if the student was able to craft innovative solutions to difficult problems (Excel Column E) 3) if the student's work reflected looking beyond the obvious (Excel Column F) 4) if the student had the ability to effectively communicate complex ideas (Excel Column G) External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome *** Learning Outcome** **Goal/Benchmark:** 3.85 / 5 **Timeline for Assessment:** Yearly **Supervisor Evaluation** - Internship Supervisor Evaluation assessment	**Conclusion:** 3 - Meets Program Expectations (Proficient) Students demonstrated proficiency in critical, creative and independent thinking (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** randomly selected from a senior list using randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Students are adequately prepared in critical, creative and independent thinking, and there's always room for improvement. Improvement stems from upper-division courses requiring assignments that emphasize the importance of critical, creative and independent thinking. **Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient)	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale. 1 = Not Applicable 2 = Understanding Not Demonstrated 3 = Demonstrated Only Slightly 4 = Demonstrated Occasionally 5 = Demonstrated But Needs Work 6 = Demonstrated Well 7 = Expertly Demonstrated *** Learning Outcome Goal/Benchmark:** XX	Supervisors rated students as proficient to advanced in critical, creative and independent thinking in mass communications (09/20/2019) **Number of Students Assessed:** 13 **Number of Successful Students:** 13 **How were students selected to participate in the assessment of this outcome?:** all credit internships required supervisor evaluations **What do the findings suggest about student achievement of this learning outcome?:** students are proficiently skilled in critical, creative and independent thinking in mass communications	
#5 - Relevant theories and concepts of mass communication - Students will demonstrate an understanding of the relevant theories and concepts of mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey - Graduating Senior Exit Survey** *** Learning Outcome Goal/Benchmark:** Goal achieved: 4.1 / 5	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Student results demonstrate a good representation of the understanding of relevant theories and concepts in mass communications (09/20/2019) **Number of Students Assessed:** 6 **Number of Successful Students:** 6 **How were students selected to participate in the assessment of this outcome?:** seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Students have a relevant understanding of theories and concepts in mass communications, but more theories should be added to the curriculum.	
	Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam *** Learning Outcome Goal/Benchmark:** Students' scores on the theory question determined students understood the theory **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) One question in the pre-post exam deals with theory - more questions should be added - faculty should focus on classes covering the theories (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** required for all graduating seniors enrolled in capstone class and all students enrolled	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)

Supervisor Evaluation - Internship supervisor evaluation
* **Learning Outcome**
Goal/Benchmark: xx

in Media Style & Structure
What do the findings suggest about student achievement of this learning outcome?: faculty should discuss theories to be used in subsequent classes / more questions written for theory on pre-post exam
Reporting Period: 2018 - 2019
Conclusion: 2 - Meets Minimum Program Expectations (Developing)
While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured? (09/20/2019)
Number of Students Assessed: 13
Number of Successful Students: 13
How were students selected to participate in the assessment of this outcome?: All students earning internship credit are required to receive an internship supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: supervisors are giving a rating to something they usually don't measure...many mark it as NA instead of giving a rating. This question & measurement need to be reassessed.

#6 - Methods and techniques of research and information gathering - Students will demonstrate an understanding of the methods and techniques of research and information gathering.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students demonstrated an understanding of the methods and techniques or research and information gathering (09/20/2019)
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: Randomly selected from a senior list using randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students demonstrated an understanding of the methods and techniques or research and information gathering

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

* Learning Outcome
Goal/Benchmark: 3.75
Timeline for Assessment: Yearly
Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated
* Learning Outcome
Goal/Benchmark: XX

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient) Students demonstrated an adequate understanding of the methods and techniques of research and information gathering. (09/20/2019)
Number of Students Assessed: 13
Number of Successful Students: 13
How were students selected to participate in the assessment of this outcome?: all students who earn internship credit are required to have a supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: students are adequately prepared in the areas of research and information gathering

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)

#7 - Writing, editing and production techniques of mass communication specialties - Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:
13
1) evidence of the ability to write clearly and without errors (Excel Column L)
2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

* **Learning Outcome**
Goal/Benchmark: 3.9
Timeline for Assessment: Yearly

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students adequately demonstrated an understanding of writing, editing and production techniques (09/20/2019)
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: randomly selected from a senior list using randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students demonstrate adequate knowledge in writing, editing and production

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. For LO #7, questions 1-20 were counted. * Learning Outcome Goal/Benchmark: Pre assessment score were 76/100. Post assessment scores were 83 / 100.	Students are learning the "core curriculum" material because the pre-test scores are lower than the post-test scores (09/20/2019) **Number of Students Assessed:** 120 **Number of Successful Students:** 120 **How were students selected to participate in the assessment of this outcome?:** required for all students in Media Style & Structure and all students in strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Students are learning, but some information seems to be forgotten between sophomore and senior year.	
#8 = Relevant planning and management methods in mass communication - Students will demonstrate an understanding of relevant planning and management methods in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey** - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. * Learning Outcome Goal/Benchmark: 3.7 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** Yearly	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students agree they understand the relevant planning and management methods in mass communication. (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** all seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Students agree they understand the relevant planning and management methods	

Program Plan and Findings: Four Column Layout

Program (CAS) - SMSC - Multimedia Journalism (BS) - 477

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
#1 - Understanding constitutional freedoms & legal and ethical principles - Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey** - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 4.3 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Results indicate a good representation of the learning outcome (09/20/2019) **Number of Students Assessed:** 6 **Number of Successful Students:** 6 **How were students selected to participate in the assessment of this outcome?:** randomly selected from a senior list using randomizer. com **What do the findings suggest about student achievement of this learning outcome?:** Results indicate a good representation of the learning outcome	
	Comprehensive, Certification, or	**Reporting Period:** 2018 - 2019	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. *** Learning Outcome Goal/Benchmark:** Pretest - Average score - 38% Posttest - Average score - 71% Goal achieved. **Timeline for Assessment:** annually	**Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning as they progress through the program. (09/20/2019) **Number of Students Assessed:** 120 **Number of Successful Students:** 120 **How were students selected to participate in the assessment of this outcome?:** required exam for all capstone students **What do the findings suggest about student achievement of this learning outcome?:** Students are learning as they progress through the program.	
#2 - Relevance of human diversity in mass communications. - Students will demonstrate an understanding of the relevance of human diversity in mass communications. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey** - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome Goal/Benchmark:** Goal achieved: 4/5 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Results demonstrate a good representation of understanding of the relevance of human diversity in mass communications (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** all seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Students understand the importance of human diversity in mass communications but all faculty should continue to emphasize its importance in each class and each sequence	
#3 - History and social role of mass communications. - Students will demonstrate respect for the history and social role of mass communications.	**Survey** - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. *** Learning Outcome**	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Results demonstrate a good representation of students' respect for the history and social role of mass communications. All faculty should emphasize the	

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09/26/2019

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
Outcome Status: Active **Planned Assessment Year:** 2018 - 2019	**Goal/Benchmark:** Goal achieved: 4/5 **Timeline for Assessment:** annually.	importance of history and social role in their classes. The social role can be emphasized through in-class speakers, etc. (09/20/2019) **Number of Students Assessed:** 6 **Number of Successful Students:** 6 **How were students selected to participate in the assessment of this outcome?:** seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Students have a good understanding regarding the history and social role of mass communication.	
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. *** Learning Outcome** **Goal/Benchmark:** Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%. Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 1 - Does Not Meet Program Expectations (Unacceptable) Unable to accurately measure results. Questions # 42-50 on the pre-post test must be revised. Many questions were deemed as too "trivial" in nature by the committee. Questions must be replaced before the next testing session. (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** Required for all students in Media Style and Structure and strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Faculty need to work together to replace questions pertaining to history and social role, and faculty need to make sure the information is included and emphasized in all or most upper-division classes	
#4 - Critical, creative and	**Portfolio Review -** In the portfolio	**Reporting Period:** 2018 - 2019	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)

independent thinking in mass communication - Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories:
1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)
2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)
4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

* **Learning Outcome**
Goal/Benchmark: 3.85 / 5
Timeline for Assessment: Yearly
Supervisor Evaluation - Internship Supervisor Evaluation assessment

Conclusion: 3 - Meets Program Expectations (Proficient) Students demonstrated proficiency in critical, creative and independent thinking (09/20/2019)
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: randomly selected from a senior list using randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students are adequately prepared in critical, creative and independent thinking, and there's always room for improvement. Improvement stems from upper-division courses requiring assignments that emphasize the importance of critical, creative and independent thinking.

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)

09/26/2019

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale. 1 = Not Applicable 2 = Understanding Not Demonstrated 3 = Demonstrated Only Slightly 4 = Demonstrated Occasionally 5 = Demonstrated But Needs Work 6 = Demonstrated Well 7 = Expertly Demonstrated *** Learning Outcome Goal/Benchmark:** XX	Supervisors rated students as proficient to advanced in critical, creative and independent thinking in mass communications (09/20/2019) **Number of Students Assessed:** 13 **Number of Successful Students:** 13 **How were students selected to participate in the assessment of this outcome?:** all credit internships required supervisor evaluations **What do the findings suggest about student achievement of this learning outcome?:** students are proficiently skilled in critical, creative and independent thinking in mass communications	
#5 - Relevant theories and concepts of mass communication - Students will demonstrate an understanding of the relevant theories and concepts of mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating Senior Exit Survey *** Learning Outcome Goal/Benchmark:** Goal achieved: 4.1 / 5	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Student results demonstrate a good representation of the understanding of relevant theories and concepts in mass communications (09/20/2019) **Number of Students Assessed:** 6 **Number of Successful Students:** 6 **How were students selected to participate in the assessment of this outcome?:** seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Students have a relevant understanding of theories and concepts in mass communications, but more theories should be added to the curriculum.	
	Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam *** Learning Outcome Goal/Benchmark:** Students' scores on the theory question determined students understood the theory **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) One question in the pre-post exam deals with theory - more questions should be added - faculty should focus on classes covering the theories (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** required for all graduating seniors enrolled in capstone class and all students enrolled	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
		in Media Style & Structure **What do the findings suggest about student achievement of this learning outcome?:** faculty should discuss theories to be used in subsequent classes / more questions written for theory on pre-post exam	
	Supervisor Evaluation - Internship supervisor evaluation *** Learning Outcome** **Goal/Benchmark:** xx	**Reporting Period:** 2018 - 2019 **Conclusion:** 2 - Meets Minimum Program Expectations (Developing) While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured? (09/20/2019) **Number of Students Assessed:** 13 **Number of Successful Students:** 13 **How were students selected to participate in the assessment of this outcome?:** All students earning internship credit are required to receive an internship supervisor evaluation **What do the findings suggest about student achievement of this learning outcome?:** supervisors are giving a rating to something they usually don't measure...many mark it as NA instead of giving a rating. This question & measurement need to be reassessed.	
#6 - Methods and techniques of research and information gathering - Students will demonstrate an understanding of the methods and techniques of research and information gathering. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Portfolio Review** - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for 1) the ability to gather information effectively and competently (Excel Column H) 2) initiative and creativity in information gathering (Excel Column I) 3) use multiple methods and sources for research (Excel Column J) 4) to effectively communicate how the information was gathered (Excel Column K)	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students demonstrated an understanding of the methods and techniques or research and information gathering (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** Randomly selected from a senior list using randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Students demonstrated an understanding of the methods and techniques or research and information gathering	

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

* Learning Outcome
Goal/Benchmark: 3.75
Timeline for Assessment: Yearly
Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated
* Learning Outcome
Goal/Benchmark: XX

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient) Students demonstrated an adequate understanding of the methods and techniques of research and information gathering. (09/20/2019)
Number of Students Assessed: 13
Number of Successful Students: 13
How were students selected to participate in the assessment of this outcome?: all students who earn internship credit are required to have a supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: students are adequately prepared in the areas of research and information gathering

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
#7 - Writing, editing and production techniques of mass communication specialties - Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Portfolio Review -** In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories: 13 1) evidence of the ability to write clearly and without errors (Excel Column L) 2) craft language for interesting and effective communication (Excel Column M) 3) write across platforms effectively (Excel Column N) 4) communicate to wide and diverse audiences (Excel Column O) External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome *** Learning Outcome Goal/Benchmark:** 3.9 **Timeline for Assessment:** Yearly	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students adequately demonstrated an understanding of writing, editing and production techniques (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** randomly selected from a senior list using randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Students demonstrate adequate knowledge in writing, editing and production	
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient)	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. For LO #7, questions 1-20 were counted. *** Learning Outcome Goal/Benchmark:** Pre assessment score were 76/100. Post assessment scores were 83 / 100.	Students are learning the "core curriculum" material because the pre-test scores are lower than the post-test scores (09/20/2019) **Number of Students Assessed:** 120 **Number of Successful Students:** 120 **How were students selected to participate in the assessment of this outcome?:** required for all students in Media Style & Structure and all students in strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Students are learning, but some information seems to be forgotten between sophomore and senior year.	
#8 = Relevant planning and management methods in mass communication - Students will demonstrate an understanding of relevant planning and management methods in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey** - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. *** Learning Outcome Goal/Benchmark:** 3.7 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** Yearly	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students agree they understand the relevant planning and management methods in mass communication. (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** all seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Students agree they understand the relevant planning and management methods	

2018 – 2019
Annual Assessment Report

Bachelor of Arts
Strategic Communication

Program Information Report

Program (CAS) - SMSC - Strategic Communication (BA) - 476

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

2018 - 2019
Program Information
Assessment Coordinator's Name: Gina Noble
Assessment Coordinator's E-mail Address: gina.noble@okstate.edu
Number of Students Enrolled in the Program: 68
Total Number of Students Graduated: 19
Number of Student Graduates from Stillwater Campus: 19
Number of Student Graduates from Tulsa Campus: 0
Were university assessment funds used by the department/program for assessment activities?: Yes
If yes, describe how funds were used and the contribution the funds had on the assessment process: Funds were used to pay SMSC alumni to assess student digital portfolios. SMSC selected and paid alumni who had been working professionally at least three-to-five years (or more) in media, sports media and strategic communications (representative of SMSC's three programs). The funds helped legitimize the importance of SMSC's assessment research to participating alumni because they took their jobs seriously and gave in-depth answers to help us better understand our students' strengths and weaknesses, which helps faculty improve curricula. One-hundred percent of the selected participants completed the survey.

Annual Executive Summary Report

![OSU logo]

Program (CAS) - SMSC - Strategic Communication (BA) - 476

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Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

2018 - 2019
Program Assessment Coordinator: Gina Noble
Plan Review and Approval
Date Current Plan Was Reviewed and Approved: 09/20/2019
Date of Future Plan Review and Approval: 08/28/2021
Summary of Assessment Findings
Describe overall assessment findings and faculty members' interpretation of the assessment results: The 2018-19 SMSC Assessment Committee finds the overall averages for the pretest vs. posttest were relatively low (i.e., 62 vs. 74 percent). However, the averages were higher than the previous year's scores (50 vs. 67 percent) and showed improvements in three of the four core courses. Those scores indicate students are learning many key concepts. In contrast, averages related to Media in a Diverse Society did not improve substantially and, for some questions, the posttest averages were lower than for the pretest. However, this was only the second time both tests were administered in the same academic year so making any statement about the overarching effectiveness of teaching based on test results is difficult.

The committee notes that student scores can be affected by the time between taking a core course and taking the posttest. Also unaccounted for are students, including transfers, who take core courses elsewhere. To help address the latter, we recommend starting next year, SMSC use CWIDs to track scores of the same cohort that took the pretest and the posttest. This should reveal more information about student learning in the SMSC curriculum.

The committee also recognizes that low pretest and posttest scores could be attributed in part to a lack of student effort on the tests because doing well doesn't affect their respective course grades. Some students might consider these tests to be a necessary chore to finish quickly rather than an opportunity to demonstrate what they know.

Two of the senior exit surveys made specific comments about needing more emphasis on diversity and the ethical impact of the media. Another student mentioned that this objective came through discussion at the beginning of class, but did not emerge as part of assigned or scheduled coursework. This demonstrates that changes do need to be made to ensure students have a better understanding of the relevance of human diversity in the media and its societal impact. It should not only be discussed, but also applied as part of assignments and assessments of student learning.

Two comments were made about having more emphasis on the ethical impact of media and the role of mass comm on society. This also indicates that the curriculum should include more emphasis on the social role of mass comm/media through course

content readings, class discussions, assignments and in-class speakers. The school and student groups also can emphasize this learning outcome through the SMSC-related speakers invited to campus.

Two students mentioned that they would like to see more emphasis placed on the theories of mass communications. However, one student expressed disappointment that the classes were so heavily based on theory. Many students expressed wanting to gain more experience with application and hands-on learning of social media, digital media, SEO, analytics, and design. Based on these contradictory comments, I would say that the faculty can do a better job explaining how the relevant theories are applied to strategic communications planning and execution and greater emphasis on the application/knowledge of digital media.

In the senior comments, one student mentioned that he/she felt the SC program did an outstanding job preparing students for the real world. Another student expressed that he/she felt confident in his/her expertise going into a full-time career, while another said there was no need for improvement in the curriculum.

The 2018-19 SMSC Assessment Committee finds the overall averages for the pretest vs. posttest were relatively low (i.e., 62 vs. 74 percent). However, the averages were higher than the previous year's scores (50 vs. 67 percent) and showed improvements in three of the four core courses. Those scores indicate students are learning many key concepts. In contrast, averages related to Media in a Diverse Society did not improve substantially and, for some questions, the posttest averages were lower than for the pretest. However, this was only the second time both tests were administered in the same academic year so making any statement about the overarching effectiveness of teaching based on test results is difficult.

The committee notes that student scores can be affected by the time between taking a core course and taking the posttest. Also unaccounted for are students, including transfers, who take core courses elsewhere. To help address the latter, we recommend starting next year, SMSC use CWIDs to track scores of the same cohort that took the pretest and the posttest. This should reveal more information about student learning in the SMSC curriculum.

The committee also recognizes that low pretest and posttest scores could be attributed in part to a lack of student effort on the tests because doing well doesn't affect their respective course grades. Some students might consider these tests to be a necessary chore to finish quickly rather than an opportunity to demonstrate what they know.

Two of the senior exit surveys made specific comments about needing more emphasis on diversity and the ethical impact of the media. Another student mentioned that this objective came through discussion at the beginning of class, but did not emerge as part of assigned or scheduled coursework. This demonstrates that changes do need to be made to ensure students have a better understanding of the relevance of human diversity in the media and its societal impact. It should not only be discussed, but also applied as part of assignments and assessments of student learning.

Two comments were made about having more emphasis on the ethical impact of media and the role of mass comm on society. This also indicates that the curriculum should include more emphasis on the social role of mass comm/media through course content readings, class discussions, assignments and in-class speakers. The school and student groups also can emphasize this learning outcome through the SMSC-related speakers invited to campus.

Two students mentioned that they would like to see more emphasis placed on the theories of mass communications. However, one student expressed disappointment that the classes were so heavily based on theory. Many students expressed wanting to gain more experience with application and hands-on learning of social media, digital media, SEO, analytics, and design. Based on these contradictory comments, I would say that the faculty can do a better job explaining how the relevant theories are applied to strategic communications planning and execution and greater emphasis on the application/knowledge of digital media.

In the senior comments, one student mentioned that he/she felt the SC program did an outstanding job preparing students for the real world. Another student expressed that he/she felt confident in his/her expertise going into a full-time career, while another said there was no need for improvement in the curriculum.

Overall, strategic communication students demonstrate a good to outstanding understanding of the Learning objectives, critical and creative thinking and writing and editing techniques.

Dissemination of Findings
Describe the individual(s) or committee responsible for reviewing and interpreting assessment data: Dr. John McGuire - sequence head for Sports Media
Dr. Joey Senat - sequence head for Multimedia Journalism
Dr. BobbiKay Lewis - associate dean - College of Arts & Sciences & acting strategic communication sequence head

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Describe the process for sharing and discussing assessment findings with program faculty: Sequence heads, program director and associate director send results to all faculty members then discuss results with faculty during faculty meeting

Program Improvements Based on Assessment

Based on data collected this year, what changes are being considered or planned for the program?: We plan to revise pre-post questions to better reflect the core curriculum; revising one question asked of internship supervisors regarding theories; separating students' results by sequences by adding "your major' to each pre and post test.

Based on this year's findings, what (if any) changes are planned for the assessment process?: No changes in assessment measures other than we will have fewer external reviewers assessing each sequence because funding was cut by half this year. Our external reviewers review student portfolios, which is the most important assessment measure for our School.

Describe the process for implementing these changes/planned program improvements: Proposal by associate director to director; director adds information on faculty agenda; information explained to faculty; faculty vote

Program Improvements Made in the Last Year: Assessment Measure Improvements, Improved Faculty Understanding or Buy-In

Goals for the Coming Year: Sequence heads will replace some pre-post test questions to better reflect core curriculum ; internship supervisor question discussed and possibly eliminated (learning outcome #5). Continued faculty buy-in and increased awareness of all assessment measures

Is this Summary Report Complete?: Yes

List all individuals associated with this report preparation: Gina Noble

Assessment Impact Report:
Plans and Findings

Program (CAS) - SMSC - Strategic Communication (BA) - 476

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:
Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcome: #1 - Understanding constitutional freedoms & legal and ethical principles

Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.6 / 5
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)
Graduating seniors agreed strongly to understanding constitutional freedoms & legal and ethical principles
Number of Students Assessed: 34
Number of Successful Students: 34
How were students selected to participate in the assessment of this outcome?: every graduating senior was invited to participate in an online survey
What do the findings suggest about student achievement of this learning outcome?: Students are learning and retaining constitutional freedoms & legal and ethical principles information

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students

taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)

* Learning Outcome Goal/Benchmark: Pretest - Average score - 38%
Posttest - Average score - 71%
Goal achieved.
Timeline for Assessment: annually

Findings

09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning information required in the core classes.
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: Required testing for students in Media Style & Structure and strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Students are learning as they progress through the program

Outcome: #2 - Relevance of human diversity in mass communications

Students will demonstrate an understanding of the relevance of human diversity in mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)

* Learning Outcome Goal/Benchmark: 4.3 / 5
Goal achieved. The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Findings

09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are confident in their learning of human diversity in mass communication
Number of Students Assessed: 33
Number of Successful Students: 33
How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to take an online survey
What do the findings suggest about student achievement of this learning outcome?: students are learning as they progress through the program

Outcome: #3 - History and social role of mass communications.

Students will demonstrate respect for the history and social role of mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Survey - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. (Active)
* **Learning Outcome Goal/Benchmark:** 4 / 5
Goal achieved.
Timeline for Assessment: annually.

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students understand the history and role of mass communication, but this is one area where measurement could be expanded.
Number of Students Assessed: 33
Number of Successful Students: 33
How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to participate in an online exit survey
What do the findings suggest about student achievement of this learning outcome?: students are learning as they progress through the program.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)
* **Learning Outcome Goal/Benchmark:** Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%.

Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press.
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 1 - Does Not Meet Program Expectations (Unacceptable)
Unable to accurately measure results. Questions # 42-50 on the pre-post test must be revised. Many questions were deemed as too "trivial" in nature by the committee. Questions must be replaced before the next testing session.
Number of Students Assessed: 140
Number of Successful Students: 86
How were students selected to participate in the assessment of this outcome?: Required for all students in Media Style and Structure and strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Faculty need to work together to replace questions pertaining to history and social role, and faculty need to make sure the information is included in all or most sequence classes

Outcome: #4 - Critical, creative and independent thinking in mass communication

Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories:

1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)
2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)
4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* **Learning Outcome Goal/Benchmark:** Goal achieved - 4.2 out of five, which exceeds the goal of 4.1 out of five.

Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
External reviewers agree students are demonstrating critical, creative and independent thinking in mass communication. However, this is hard to access in some digital artifacts. What else can be done to measure creative and independent thinking?
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: randomly selected via randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students proficiently demonstrate critical, creative and independent thinking in mass communication

Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)
* **Learning Outcome Goal/Benchmark:** The average ranking was 6.3 / 7, which exceeds the goal of 6.

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)
Internship supervisors agreed strongly that students' perform well in critical, creative and independent thinking in mass communication
Number of Students Assessed: 41
Number of Successful Students: 41
How were students selected to participate in the assessment of this outcome?: students enrolled in internship credit are required to have a supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: students are meeting and exceeding professionals expectations regarding critical, creative and independent thinking in mass communication

Outcome: #5 - Relevant theories and concepts of mass

Program (CAS) - SMSC - Strategic Communication (BA) - 476

communication

Students will demonstrate an understanding of the relevant theories and concepts of mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating Seniors Exit Survey (Active)
* Learning Outcome Goal/Benchmark: Goal achieved - 4.2 / 5.
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.

Findings
Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Seniors agree they understand the relevant theories and concepts of mass communication
Number of Students Assessed: 33
Number of Successful Students: 33
How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to participate in an online exit survey
What do the findings suggest about student achievement of this learning outcome?: students are exposed to and learning relevant communication theories, but more could be done by faculty to focus on which theories are presented in which classes to expose the students to same theories across the program

Comprehensive, Certification, or Professional Exam(s) - Pre and post test (Active)
* Learning Outcome Goal/Benchmark: Posttest scores demonstrated an understanding of the mass communication theory

Findings
Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
One question in the pre-post exam deals with theory - more questions should be added - faculty should focus on classes covering the theories
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: required for all graduating seniors enrolled in capstone class and all students enrolled in Media Style & Structure
What do the findings suggest about student achievement of this learning outcome?: faculty should pinpoint theories to be used in subsequent classes / more questions written for theory on pre-post exam

Supervisor Evaluation - Internship supervisor evaluation (Active)
* Learning Outcome Goal/Benchmark: Goal achieved - 6 out of 7. Many supervisor evaluations stated "not applicable" - meaning theories were not a part of the learning achieved through internship.

Findings
Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 2 - Meets Minimum Program Expectations (Developing)
While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured?
Number of Students Assessed: 41
Number of Successful Students: 41

How were students selected to participate in the assessment of this outcome?: All students earning internship credit are required to receive an internship supervisor evaluation

What do the findings suggest about student achievement of this learning outcome?: supervisors are giving a rating to something they usually don't measure...and rating students well

Outcome: #6 - Methods and techniques of research and information gathering

Students will demonstrate an understanding of the methods and techniques of research and information gathering.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.1/ 5
Timeline for Assessment: Yearly

Findings

09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
External reviewers believe students have skills pertaining to information gathering
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: From a graduating senior student list, five seniors were selected randomly via randomizer.com
What do the findings suggest about student achievement of this learning outcome?: External reviewers believe students are proficient in information gathering. Plus, measuring informational gathering skills is difficult.

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work

6 = Demonstrated Well

7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: Goal achieved - 6.2 out of 7

Findings

Reporting Period: 2018 - 2019   09/20/2019

Conclusion: 3 - Meets Program Expectations (Proficient)

Internship supervisors agree students are well equipped with research and information gathering skills

Number of Students Assessed: 41

Number of Successful Students: 41

How were students selected to participate in the assessment of this outcome?: Required for all credit internships

What do the findings suggest about student achievement of this learning outcome?: Students are skilled in information gathering and other research skills

Outcome: #7 - Writing, editing and production techniques of mass communication specialties

Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories: 13

1) evidence of the ability to write clearly and without errors (Excel Column L)

2) craft language for interesting and effective communication (Excel Column M)

3) write across platforms effectively (Excel Column N)

4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.

1= Poor or no representation of Learning Outcome

2= Somewhat poor representation of Learning Outcome

3= Average representation of Learning Outcome

4= Good representation of Learning Outcome

5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4 / 5

Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019

Conclusion: 3 - Meets Program Expectations (Proficient)

Students are proficient in writing but can do more to showcase their skills - students need to include many types of work in their digital portfolios.

Number of Students Assessed: 5

Number of Successful Students: 5

How were students selected to participate in the assessment of this outcome?: sample selected from randomizer.com

What do the findings suggest about student achievement of this learning outcome?: Students have proficient writing skills but need to showcase them across more platforms and in different ways. Students should have a lot of samples in their portfolios.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.

For LO #7, questions 1-20 were counted. (Active)
* **Learning Outcome Goal/Benchmark:** Pre assessment score were 76/100.
Post assessment scores were 83 / 100.

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning the "core curriculum" material because the pre-test scores are lower than the post-test scores
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: required for all students in Media Style & Structure and all students in strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Students are learning, but some information seems to be forgotten between sophomore and senior year.

Outcome: #8 = Relevant planning and management methods in mass communication

Students will demonstrate an understanding of relevant planning and management methods in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. (Active)
* **Learning Outcome Goal/Benchmark:** Goal achieved: 4.6 / 5.
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)
Students strongly agree they understand the relevant planning and management methods in mass communication.
Number of Students Assessed: 33
Number of Successful Students: 33
How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to take an online "exit" survey
What do the findings suggest about student achievement of this learning outcome?: students are comfortable in their skills and knowledge of planning and management

Program Plan and Findings: Four Column Layout

Program (CAS) - SMSC - Strategic Communication (BA) - 476

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
#1 - Understanding constitutional freedoms & legal and ethical principles - Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 4.6 / 5 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 4 - Exceeds Program Expectations (Advanced) Graduating seniors agreed strongly to understanding constitutional freedoms & legal and ethical principles (09/20/2019) **Number of Students Assessed:** 34 **Number of Successful Students:** 34 **How were students selected to participate in the assessment of this outcome?:** every graduating senior was invited to participate in an online survey **What do the findings suggest about student achievement of this learning outcome?:** Students are learning and retaining constitutional freedoms & legal and ethical principles information	

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Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. *** Learning Outcome Goal/Benchmark:** Pretest - Average score - 38% Posttest - Average score - 71% Goal achieved. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning information required in the core classes. (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** Required testing for students in Media Style & Structure and strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Students are learning as they progress through the program	
#2 - Relevance of human diversity in mass communications - Students will demonstrate an understanding of the relevance of human diversity in mass communications. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome Goal/Benchmark:** 4.3 / 5 Goal achieved. The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students are confident in their learning of human diversity in mass communication (09/20/2019) **Number of Students Assessed:** 33 **Number of Successful Students:** 33 **How were students selected to participate in the assessment of this outcome?:** all graduating seniors were asked to take an online survey **What do the findings suggest about student achievement of this learning outcome?:** students are learning as they progress through the program	
#3 - History and social role of mass communications. - Students will demonstrate respect for the history and social role of mass	**Survey -** Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role.	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students understand the history and role of mass communication, but this is one area where measurement	

09/26/2019

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
communications. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	*** Learning Outcome** **Goal/Benchmark:** 4 / 5 Goal achieved. **Timeline for Assessment:** annually.	could be expanded. (09/20/2019) **Number of Students Assessed:** 33 **Number of Successful Students:** 33 **How were students selected to participate in the assessment of this outcome?:** all graduating seniors were asked to participate in an online exit survey **What do the findings suggest about student achievement of this learning outcome?:** students are learning as they progress through the program.	
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. *** Learning Outcome** **Goal/Benchmark:** Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%. Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 1 - Does Not Meet Program Expectations (Unacceptable) Unable to accurately measure results. Questions # 42-50 on the pre-post test must be revised. Many questions were deemed as too "trivial" in nature by the committee. Questions must be replaced before the next testing session. (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 86 **How were students selected to participate in the assessment of this outcome?:** Required for all students in Media Style and Structure and strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Faculty need to work together to replace questions pertaining to history and social role, and faculty need to make sure the information is included in all or most sequence classes	
#4 - Critical, creative and independent thinking in mass communication - Students will demonstrate critical, creative and	**Portfolio Review** - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking)	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) External reviewers agree students are demonstrating critical, creative and independent thinking in mass	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
independent thinking as they relate to individual disciplines in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	is assessed in four categories: 1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D) 2) if the student was able to craft innovative solutions to difficult problems (Excel Column E) 3) if the student's work reflected looking beyond the obvious (Excel Column F) 4) if the student had the ability to effectively communicate complex ideas (Excel Column G) External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome *** Learning Outcome Goal/Benchmark:** Goal achieved - 4.2 out of five, which exceeds the goal of 4.1 out of five. **Timeline for Assessment:** Yearly **Supervisor Evaluation -** Internship Supervisor Evaluation assessment	communication. However, this is hard to access in some digital artifacts. What else can be done to measure creative and independent thinking? (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** randomly selected via randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Students proficiently demonstrate critical, creative and independent thinking in mass communication **Reporting Period:** 2018 - 2019 **Conclusion:** 4 - Exceeds Program Expectations (Advanced)	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale. 1 = Not Applicable 2 = Understanding Not Demonstrated 3 = Demonstrated Only Slightly 4 = Demonstrated Occasionally 5 = Demonstrated But Needs Work 6 = Demonstrated Well 7 = Expertly Demonstrated * Learning Outcome Goal/Benchmark: The average ranking was 6.3 / 7, which exceeds the goal of 6.	Internship supervisors agreed strongly that students' perform well in critical, creative and independent thinking in mass communication (09/20/2019) Number of Students Assessed: 41 Number of Successful Students: 41 How were students selected to participate in the assessment of this outcome?: students enrolled in internship credit are required to have a supervisor evaluation What do the findings suggest about student achievement of this learning outcome?: students are meeting and exceeding professionals expectations regarding critical, creative and independent thinking in mass communication	
#5 - Relevant theories and concepts of mass communication - Students will demonstrate an understanding of the relevant theories and concepts of mass communication. Outcome Status: Active Planned Assessment Year: 2018 - 2019	Survey - Graduating Seniors Exit Survey * Learning Outcome Goal/Benchmark: Goal achieved - 4.2 / 5. The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.	Reporting Period: 2018 - 2019 Conclusion: 3 - Meets Program Expectations (Proficient) Seniors agree they understand the relevant theories and concepts of mass communication (09/20/2019) Number of Students Assessed: 33 Number of Successful Students: 33 How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to participate in an online exit survey What do the findings suggest about student achievement of this learning outcome?: students are exposed to and learning relevant communication theories, but more could be done by faculty to focus on which theories are presented in which classes to expose the students to same theories across the program	
	Comprehensive, Certification, or Professional Exam(s) - Pre and post test * Learning Outcome Goal/Benchmark: Posttest scores demonstrated an understanding of the mass communication theory	Reporting Period: 2018 - 2019 Conclusion: 3 - Meets Program Expectations (Proficient) One question in the pre-post exam deals with theory - more questions should be added - faculty should focus on classes covering the theories (09/20/2019) Number of Students Assessed: 140 Number of Successful Students: 140 How were students selected to participate in the	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
		assessment of this outcome?: required for all graduating seniors enrolled in capstone class and all students enrolled in Media Style & Structure **What do the findings suggest about student achievement of this learning outcome?:** faculty should pinpoint theories to be used in subsequent classes / more questions written for theory on pre-post exam	
	Supervisor Evaluation - Internship supervisor evaluation * **Learning Outcome** **Goal/Benchmark:** Goal achieved - 6 out of 7. Many supervisor evaluations stated "not applicable" - meaning theories were not a part of the learning achieved through internship.	**Reporting Period:** 2018 - 2019 **Conclusion:** 2 - Meets Minimum Program Expectations (Developing) While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured? (09/20/2019) **Number of Students Assessed:** 41 **Number of Successful Students:** 41 **How were students selected to participate in the assessment of this outcome?:** All students earning internship credit are required to receive an internship supervisor evaluation **What do the findings suggest about student achievement of this learning outcome?:** supervisors are giving a rating to something they usually don't measure...and rating students well	
#6 - Methods and techniques of research and information gathering - Students will demonstrate an understanding of the methods and techniques of research and information gathering. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Portfolio Review -** In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for 1) the ability to gather information effectively and competently (Excel Column H) 2) initiative and creativity in information gathering (Excel Column I) 3) use multiple methods and sources for research (Excel Column J) 4) to effectively communicate how the information was gathered (Excel	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) External reviewers believe students have skills pertaining to information gathering (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** From a graduating senior student list, five seniors were selected randomly via randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** External reviewers believe students are proficient in information gathering. Plus, measuring informational gathering skills is difficult.	

Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

* Learning Outcome Goal/Benchmark: Goal achieved: 4.1/ 5
Timeline for Assessment: Yearly
Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient) Internship supervisors agree students are well equipped with research and information gathering skills (09/20/2019)
Number of Students Assessed: 41
Number of Successful Students: 41
How were students selected to participate in the assessment of this outcome?: Required for all credit internships
What do the findings suggest about student achievement of this learning outcome?: Students are skilled in information gathering and other research skills

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)

* Learning Outcome
Goal/Benchmark: Goal achieved -
6.2 out of 7

#7 - Writing, editing and production techniques of mass communication specialties - Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:
13
1) evidence of the ability to write clearly and without errors (Excel Column L)
2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

* Learning Outcome
Goal/Benchmark: Goal achieved: 4 /

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient) Students are proficient in writing but can do more to showcase their skills - students need to include many types of work in their digital portfolios. (09/20/2019)
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: sample selected from randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students have proficient writing skills but need to showcase them across more platforms and in different ways. Students should have a lot of samples in their portfolios.

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	5 **Timeline for Assessment:** Yearly **Comprehensive, Certification, or** **Professional Exam(s) -** Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. For LO #7, questions 1-20 were counted. *** Learning Outcome** **Goal/Benchmark:** Pre assessment score were 76/100. Post assessment scores were 83 / 100.	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning the "core curriculum" material because the pre-test scores are lower than the post-test scores (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the** **assessment of this outcome?:** required for all students in Media Style & Structure and all students in strategic communication capstone classes **What do the findings suggest about student achievement** **of this learning outcome?:** Students are learning, but some information seems to be forgotten between sophomore and senior year.	
#8 = Relevant planning and **management methods in mass** **communication -** Students will demonstrate an understanding of relevant planning and management methods in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 4.6 / 5. The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in	**Reporting Period:** 2018 - 2019 **Conclusion:** 4 - Exceeds Program Expectations (Advanced) Students strongly agree they understand the relevant planning and management methods in mass communication. (09/20/2019) **Number of Students Assessed:** 33 **Number of Successful Students:** 33 **How were students selected to participate in the** **assessment of this outcome?:** all graduating seniors were asked to take an online "exit" survey **What do the findings suggest about student achievement** **of this learning outcome?:** students are comfortable in their skills and knowledge of planning and management	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	mass media and communications. **Timeline for Assessment:** Yearly		

Program Plans: Outcomes and Assessment Methods

Program (CAS) - SMSC - Strategic Communication (BA) - 476

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcome: #1 - Understanding constitutional freedoms & legal and ethical principles

Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.6 / 5
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)

* Learning Outcome Goal/Benchmark: Pretest - Average score - 38%
Posttest - Average score - 71%
Goal achieved.
Timeline for Assessment: annually

Outcome: #2 - Relevance of human diversity in mass communications

Program (CAS) - SMSC - Strategic Communication (BA) - 476

Students will demonstrate an understanding of the relevance of human diversity in mass communications.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: 4.3 / 5 Goal achieved. The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually

Outcome: #3 - History and social role of mass communications.

Students will demonstrate respect for the history and social role of mass communications.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. (Active)
* Learning Outcome Goal/Benchmark: 4 / 5 Goal achieved. **Timeline for Assessment:** annually.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)
* Learning Outcome Goal/Benchmark: Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%. Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press. **Timeline for Assessment:** annually

Outcome: #4 - Critical, creative and independent thinking in mass communication

Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories:

1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)
2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)
4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: Goal achieved - 4.2 out of five, which exceeds the goal of 4.1 out of five.

Timeline for Assessment: Yearly

Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: The average ranking was 6.3 / 7, which exceeds the goal of 6.

Outcome: #5 - Relevant theories and concepts of mass communication

Students will demonstrate an understanding of the relevant theories and concepts of mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating Seniors Exit Survey (Active)

* Learning Outcome Goal/Benchmark: Goal achieved - 4.2 / 5.
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.

Comprehensive, Certification, or Professional Exam(s) - Pre and post test (Active)

* Learning Outcome Goal/Benchmark: Posttest scores demonstrated an understanding of the mass communication theory

Supervisor Evaluation - Internship supervisor evaluation (Active)

* Learning Outcome Goal/Benchmark: Goal achieved - 6 out of 7. Many supervisor evaluations stated "not applicable" -

meaning theories were not a part of the learning achieved through internship.

Outcome: #6 - Methods and techniques of research and information gathering

Students will demonstrate an understanding of the methods and techniques of research and information gathering.

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.1/ 5

Timeline for Assessment: Yearly

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: Goal achieved - 6.2 out of 7

Outcome: #7 - Writing, editing and production techniques of mass communication specialties

Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:

13
1) evidence of the ability to write clearly and without errors (Excel Column L)
2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4 / 5
Timeline for Assessment: Yearly

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.

For LO #7, questions 1-20 were counted. (Active)

* Learning Outcome Goal/Benchmark: Pre assessment score were 76/100.
Post assessment scores were 83 / 100.

Outcome: #8 = Relevant planning and management methods in mass communication

Students will demonstrate an understanding of relevant planning and management methods in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.6 / 5.
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: Yearly

2018 – 2019
Annual Assessment Report

Bachelor of Science
Strategic Communication

Program Information Report

Program (CAS) - SMSC - Strategic Communication (BS) - 475

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

2018 - 2019
Program Information
Assessment Coordinator's Name: Gina Noble
Assessment Coordinator's E-mail Address: gina.noble@okstate.edu
Number of Students Enrolled in the Program: 182
Total Number of Students Graduated: 76
Number of Student Graduates from Stillwater Campus: 76
Number of Student Graduates from Tulsa Campus: 0
Were university assessment funds used by the department/program for assessment activities?: Yes
If yes, describe how funds were used and the contribution the funds had on the assessment process: Funds were used to pay SMSC alumni to assess student digital portfolios. SMSC selected and paid alumni who had been working professionally at least three-to-five years (or more) in media, sports media and strategic communications (representative of SMSC's three programs). The funds helped legitimize the importance of SMSC's assessment research to participating alumni because they took their jobs seriously and gave in-depth answers to help us better understand our students' strengths and weaknesses, which helps faculty improve curricula. One-hundred percent of the selected participants completed the survey.

Annual Executive Summary Report

Program (CAS) - SMSC - Strategic Communication (BS) - 475

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

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Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

2018 - 2019

Program Assessment Coordinator: Gina Noble

Plan Review and Approval

Date Current Plan Was Reviewed and Approved: 09/20/2019
Date of Future Plan Review and Approval: 08/28/2020

Summary of Assessment Findings

Describe overall assessment findings and faculty members' interpretation of the assessment results: The 2018-19 SMSC Assessment Committee finds the overall averages for the pretest vs. posttest were relatively low (i.e., 62 vs. 74 percent). However, the averages were higher than the previous year's scores (50 vs. 67 percent) and showed improvements in three of the four core courses. Those scores indicate students are learning many key concepts. In contrast, averages related to Media in a Diverse Society did not improve substantially and, for some questions, the posttest averages were lower than for the pretest. However, this was only the second time both tests were administered in the same academic year so making any statement about the overarching effectiveness of teaching based on test results is difficult.

The committee notes that student scores can be affected by the time between taking a core course and taking the posttest. Also unaccounted for are students, including transfers, who take core courses elsewhere. To help address the latter, we recommend starting next year, SMSC use CWIDs to track scores of the same cohort that took the pretest and the posttest. This should reveal more information about student learning in the SMSC curriculum.

The committee also recognizes that low pretest and posttest scores could be attributed in part to a lack of student effort on the tests because doing well doesn't affect their respective course grades. Some students might consider these tests to be a necessary chore to finish quickly rather than an opportunity to demonstrate what they know.

Two of the senior exit surveys made specific comments about needing more emphasis on diversity and the ethical impact of the media. Another student mentioned that this objective came through discussion at the beginning of class, but did not emerge as part of assigned or scheduled coursework. This demonstrates that changes do need to be made to ensure students have a better understanding of the relevance of human diversity in the media and its societal impact. It should not only be discussed, but also applied as part of assignments and assessments of student learning.

Two comments were made about having more emphasis on the ethical impact of media and the role of mass comm on society. This also indicates that the curriculum should include more emphasis on the social role of mass comm/media through course

content readings, class discussions, assignments and in-class speakers. The school and student groups also can emphasize this learning outcome through the SMSC-related speakers invited to campus.

Two students mentioned that they would like to see more emphasis placed on the theories of mass communications. However, one student expressed disappointment that the classes were so heavily based on theory. Many students expressed wanting to gain more experience with application and hands-on learning of social media, digital media, SEO, analytics, and design. Based on these contradictory comments, I would say that the faculty can do a better job explaining how the relevant theories are applied to strategic communications planning and execution and greater emphasis on the application/knowledge of digital media.

In the senior comments, one student mentioned that he/she felt the SC program did an outstanding job preparing students for the real world. Another student expressed that he/she felt confident in his/her expertise going into a full-time career, while another said there was no need for improvement in the curriculum.

The 2018-19 SMSC Assessment Committee finds the overall averages for the pretest vs. posttest were relatively low (i.e., 62 vs. 74 percent). However, the averages were higher than the previous year's scores (50 vs. 67 percent) and showed improvements in three of the four core courses. Those scores indicate students are learning many key concepts. In contrast, averages related to Media in a Diverse Society did not improve substantially and, for some questions, the posttest averages were lower than for the pretest. However, this was only the second time both tests were administered in the same academic year so making any statement about the overarching effectiveness of teaching based on test results is difficult.

The committee notes that student scores can be affected by the time between taking a core course and taking the posttest. Also unaccounted for are students, including transfers, who take core courses elsewhere. To help address the latter, we recommend starting next year, SMSC use CWIDs to track scores of the same cohort that took the pretest and the posttest. This should reveal more information about student learning in the SMSC curriculum.

The committee also recognizes that low pretest and posttest scores could be attributed in part to a lack of student effort on the tests because doing well doesn't affect their respective course grades. Some students might consider these tests to be a necessary chore to finish quickly rather than an opportunity to demonstrate what they know.

Two of the senior exit surveys made specific comments about needing more emphasis on diversity and the ethical impact of the media. Another student mentioned that this objective came through discussion at the beginning of class, but did not emerge as part of assigned or scheduled coursework. This demonstrates that changes do need to be made to ensure students have a better understanding of the relevance of human diversity in the media and its societal impact. It should not only be discussed, but also applied as part of assignments and assessments of student learning.

Two comments were made about having more emphasis on the ethical impact of media and the role of mass comm on society. This also indicates that the curriculum should include more emphasis on the social role of mass comm/media through course content readings, class discussions, assignments and in-class speakers. The school and student groups also can emphasize this learning outcome through the SMSC-related speakers invited to campus.

Two students mentioned that they would like to see more emphasis placed on the theories of mass communications. However, one student expressed disappointment that the classes were so heavily based on theory. Many students expressed wanting to gain more experience with application and hands-on learning of social media, digital media, SEO, analytics, and design. Based on these contradictory comments, I would say that the faculty can do a better job explaining how the relevant theories are applied to strategic communications planning and execution and greater emphasis on the application/knowledge of digital media.

In the senior comments, one student mentioned that he/she felt the SC program did an outstanding job preparing students for the real world. Another student expressed that he/she felt confident in his/her expertise going into a full-time career, while another said there was no need for improvement in the curriculum.

Overall, strategic communication students demonstrate a good to outstanding understanding of the Learning objectives, critical and creative thinking and writing and editing techniques.

Dissemination of Findings

Describe the individual(s) or committee responsible for reviewing and interpreting assessment data: Dr. John McGuire - sequence head for Sports Media

Dr. Joey Senat - sequence head for Multimedia Journalism

Dr. BobbiKay Lewis - associate dean - College of Arts & Sciences & acting strategic communication sequence head

Describe the process for sharing and discussing assessment findings with program faculty: sequence heads, program director and associate director send results to all faculty members and discuss results with faculty during faculty meeting

Program Improvements Based on Assessment

Based on data collected this year, what changes are being considered or planned for the program?: We plan to revise pre-post questions to better reflect the core curriculum; revising one question asked of internship supervisors regarding theories; separating students' results by sequences by adding "your major' to each pre and post test.

Based on this year's findings, what (if any) changes are planned for the assessment process?: No changes but may have to ask fewer external reviewers to assess each sequence because funding was cut by half this year. Our external reviewers are the strongest

Describe the process for implementing these changes/planned program improvements: Proposal by associate director to director; director adds information on faculty agenda; information explained to faculty; faculty vote

Program Improvements Made in the Last Year: Assessment Measure Improvements, Revised Assessment Plan, Improved Faculty Understanding or Buy-In

Goals for the Coming Year: Sequence heads must replace pre-post test questions; internship supervisor revised questions - learning outcome #5 eliminated or replaced

Is this Summary Report Complete?: Yes

List all individuals associated with this report preparation: Gina Noble

Assessment Impact Report: Plans and Findings

Program (CAS) - SMSC - Strategic Communication (BS) - 475

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcome: #1 - Understanding constitutional freedoms & legal and ethical principles

Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.6 / 5
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)
Graduating seniors agreed strongly to understanding constitutional freedoms & legal and ethical principles
Number of Students Assessed: 34
Number of Successful Students: 34
How were students selected to participate in the assessment of this outcome?: every graduating senior was invited to participate in an online survey
What do the findings suggest about student achievement of this learning outcome?: Students are learning and retaining constitutional freedoms & legal and ethical principles information

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students

taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)

* Learning Outcome Goal/Benchmark: Pretest - Average score - 38%
Posttest - Average score - 71%
Goal achieved.
Timeline for Assessment: annually

Findings

09/15/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning information required in the core classes.
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: Required testing for students in Media Style & Structure and strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Students are learning as they progress through the program

Outcome: #2 - Relevance of human diversity in mass communications

Students will demonstrate an understanding of the relevance of human diversity in mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)

* Learning Outcome Goal/Benchmark: 4.3 / 5
Goal achieved. The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Findings

09/15/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are confident in their learning of human diversity in mass communication
Number of Students Assessed: 33
Number of Successful Students: 33
How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to take an online survey
What do the findings suggest about student achievement of this learning outcome?: students are learning as they progress through the program

Outcome: #3 - History and social role of mass communications.

Students will demonstrate respect for the history and social role of mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Survey - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. (Active)
* **Learning Outcome Goal/Benchmark:** 4 / 5
Goal achieved.
Timeline for Assessment: annually.

Findings

09/15/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students understand the history and role of mass communication, but this is one area where measurement could be expanded.
Number of Students Assessed: 33
Number of Successful Students: 33
How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to participate in an online exit survey
What do the findings suggest about student achievement of this learning outcome?: students are learning as they progress through the program.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)
* **Learning Outcome Goal/Benchmark:** Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%.

Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press.
Timeline for Assessment: annually

Findings

09/15/2019

Reporting Period: 2018 - 2019
Conclusion: 1 - Does Not Meet Program Expectations (Unacceptable)
Unable to accurately measure results. Questions # 42-50 on the pre-post test must be revised. Many questions were deemed as too "trivial" in nature by the committee. Questions must be replaced before the next testing session.
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: Required for all students in Media Style and Structure and strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Faculty need to work together to replace questions pertaining to history and social role, and faculty need to make sure the information is included in all or most sequence classes

Outcome: #4 - Critical, creative and independent thinking in mass communication

Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories:

1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)
2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)
4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* Learning Outcome Goal/Benchmark: Goal achieved - 4.2 out of five, which exceeds the goal of 4.1 out of five.

Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/15/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
External reviewers agree students are demonstrating critical, creative and independent thinking in mass communication. However, this is hard to access in some digital artifacts. What else can be done to measure creative and independent thinking?
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: randomly selected via randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students proficiently demonstrate critical, creative and independent thinking in mass communication

Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)
* Learning Outcome Goal/Benchmark: The average ranking was 6.3 / 7, which exceeds the goal of 6.

Findings

Reporting Period: 2018 - 2019   09/15/2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)
Internship supervisors agreed strongly that students' perform well in critical, creative and independent thinking in mass communication
Number of Students Assessed: 41
Number of Successful Students: 41
How were students selected to participate in the assessment of this outcome?: students enrolled in internship credit are required to have a supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: students are meeting and exceeding professionals expectations regarding critical, creative and independent thinking in mass communication

Outcome: #5 - Relevant theories and concepts of mass

communication

Students will demonstrate an understanding of the relevant theories and concepts of mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Senior Exit Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #4 measured relevant theories. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved - 4.2 / 5.

The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: Yearly

Findings

09/15/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Seniors agree they understand the relevant theories and concepts of mass communication
Number of Students Assessed: 33
Number of Successful Students: 33
How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to participate in an online exit survey
What do the findings suggest about student achievement of this learning outcome?: students are exposed to and learning relevant communication theories, but more could be done by faculty to focus on which theories are presented in which classes to expose the students to same theories across the program

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Exam (Active)
* Learning Outcome Goal/Benchmark: Posttest scores demonstrated an understanding of the mass communication theory.

Findings

09/15/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
One question in the pre-post exam deals with theory - more questions should be added - faculty should focus on classes covering the theories
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: required for all graduating seniors enrolled in capstone class and all students enrolled in Media Style & Structure
What do the findings suggest about student achievement of this learning outcome?: faculty should pinpoint theories to be used in subsequent classes / more questions written for theory on pre-post exam

Supervisor Evaluation - Internship Supervisors were asked to evaluate the student's understanding of relevant theories and concepts in mass communication and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: Goal achieved - 6 out of 7. Many supervisor evaluations stated "not applicable" - meaning theories were not a part of the learning achieved through internship.

Findings

09/15/2019

Reporting Period: 2018 - 2019
Conclusion: 2 - Meets Minimum Program Expectations (Developing)
While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured?
Number of Students Assessed: 41
Number of Successful Students: 41
How were students selected to participate in the assessment of this outcome?: All students earning internship credit are required to receive an internship supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: supervisors are giving a rating to something they usually don't measure...many mark it as NA instead of giving a rating

Outcome: #6 - Methods and techniques of research and information gathering

Students will demonstrate an understanding of the methods and techniques of research and information gathering.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.1/ 5
Timeline for Assessment: Yearly

Findings

09/15/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
External reviewers believe students have skills pertaining to information gathering
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: From a graduating senior student list, five seniors were selected randomly via randomizer.com

What do the findings suggest about student achievement of this learning outcome?: External reviewers believe students are proficient in information gathering. Note... measuring informational gathering skills is difficult.

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)
* **Learning Outcome Goal/Benchmark:** Goal achieved - 6.2 out of 7

Findings

09/20/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Reviewers agreed students understood and demonstrated the methods and techniques of research and information gathering.
Number of Students Assessed: 41
Number of Successful Students: 41
How were students selected to participate in the assessment of this outcome?: all students who earn internship credit are required to have a supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: students are well prepared in the areas of research and information gathering

09/15/2019

Reporting Period: 2018 - 2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)
Internship supervisors agree students are well equipped with research and information gathering skills
Number of Students Assessed: 41
Number of Successful Students: 41
How were students selected to participate in the assessment of this outcome?: Required for all credit internships
What do the findings suggest about student achievement of this learning outcome?: Students are adequately skilled in information gathering and other research skills

Outcome: #7 - Writing, editing and production techniques of mass communication specialties

Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:
13
1) evidence of the ability to write clearly and without errors (Excel Column L)
2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online

survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* **Learning Outcome Goal/Benchmark:** Goal achieved: 4 / 5
Timeline for Assessment: Yearly

Findings

09/15/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are proficient in writing but can do more to showcase their skills - students need to include many types of work in their digital portfolios.
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: sample selected from randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students have proficient writing skills but need to showcase them across more platforms and in different ways. Students should have a lot of samples in their portfolios.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.

For LO #7, questions 1-20 were counted. (Active)
* **Learning Outcome Goal/Benchmark:** Pre assessment score were 76/100.
Post assessment scores were 83 / 100.

Findings

09/15/2019

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning the "core curriculum" material because the pre-test scores are lower than the post-test scores
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: required for all students in Media Style & Structure and all students in strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Students are learning, but some information seems to be forgotten between sophomore and senior year.

Outcome: #8 = Relevant planning and management methods in mass communication

Students will demonstrate an understanding of relevant planning and management methods in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was

given a few weeks before graduation. Question #5 measured relevant planning responses. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.6 / 5.
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/15/2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)
Students strongly agree they understand the relevant planning and management methods in mass communication.
Number of Students Assessed: 33
Number of Successful Students: 33
How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to take an online "exit" survey
What do the findings suggest about student achievement of this learning outcome?: students are comfortable in their skills and knowledge of planning and management

Program Plan and Findings: Four Column Layout

Program (CAS) - SMSC - Strategic Communication (BS) - 475

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
#1 - Understanding constitutional freedoms & legal and ethical principles - Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 4.6 / 5 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 4 - Exceeds Program Expectations (Advanced) Graduating seniors agreed strongly to understanding constitutional freedoms & legal and ethical principles (09/20/2019) **Number of Students Assessed:** 34 **Number of Successful Students:** 34 **How were students selected to participate in the assessment of this outcome?:** every graduating senior was invited to participate in an online survey **What do the findings suggest about student achievement of this learning outcome?:** Students are learning and retaining constitutional freedoms & legal and ethical principles information	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. * Learning Outcome **Goal/Benchmark:** Pretest - Average score - 38% Posttest - Average score - 71% Goal achieved. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning information required in the core classes. (09/15/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** Required testing for students in Media Style & Structure and strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Students are learning as they progress through the program	
#2 - Relevance of human diversity in mass communications. - Students will demonstrate an understanding of the relevance of human diversity in mass communications. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey** - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. * Learning Outcome **Goal/Benchmark:** 4.3 / 5 Goal achieved. The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students are confident in their learning of human diversity in mass communication (09/15/2019) **Number of Students Assessed:** 33 **Number of Successful Students:** 33 **How were students selected to participate in the assessment of this outcome?:** all graduating seniors were asked to take an online survey **What do the findings suggest about student achievement of this learning outcome?:** students are learning as they progress through the program	
#3 - History and social role of mass communications. - Students will demonstrate respect for the history and social role of mass	**Survey** - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role.	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students understand the history and role of mass communication, but this is one area where measurement	

09/26/2019

Outcomes	Assessment Methods	Findings	

Findings (column)

could be expanded. (09/15/2019)
Number of Students Assessed: 33
Number of Successful Students: 33
How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to participate in an online exit survey
What do the findings suggest about student achievement of this learning outcome?: students are learning as they progress through the program.
Reporting Period: 2018 - 2019
Conclusion: 1 - Does Not Meet Program Expectations (Unacceptable)
Unable to accurately measure results. Questions # 42-50 on the pre-post test must be revised. Many questions were deemed as too "trivial" in nature by the committee. Questions must be replaced before the next testing session. (09/15/2019)
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: Required for all students in Media Style and Structure and strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Faculty need to work together to replace questions pertaining to history and social role, and faculty need to make sure the information is included in all or most sequence classes

Outcomes (column)

communications.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods (column)

* Learning Outcome
Goal/Benchmark: 4 / 5
Goal achieved.
Timeline for Assessment: annually.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.
* Learning Outcome
Goal/Benchmark: Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%.

Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press.
Timeline for Assessment: annually

#4 - Critical, creative and independent thinking in mass communication - Students will demonstrate critical, creative and

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking)

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
External reviewers agree students are demonstrating critical, creative and independent thinking in mass

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09/26/2019

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
independent thinking as they relate to individual disciplines in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	is assessed in four categories: 1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D) 2) if the student was able to craft innovative solutions to difficult problems (Excel Column E) 3) if the student's work reflected looking beyond the obvious (Excel Column F) 4) if the student had the ability to effectively communicate complex ideas (Excel Column G) External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome *** Learning Outcome** **Goal/Benchmark:** Goal achieved - 4.2 out of five, which exceeds the goal of 4.1 out of five. **Timeline for Assessment:** Yearly **Supervisor Evaluation -** Internship Supervisor Evaluation assessment	communication. However, this is hard to access in some digital artifacts. What else can be done to measure creative and independent thinking? (09/15/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** randomly selected via randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Students proficiently demonstrate critical, creative and independent thinking in mass communication **Reporting Period:** 2018 - 2019 **Conclusion:** 4 - Exceeds Program Expectations (Advanced)	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale. 1 = Not Applicable 2 = Understanding Not Demonstrated 3 = Demonstrated Only Slightly 4 = Demonstrated Occasionally 5 = Demonstrated But Needs Work 6 = Demonstrated Well 7 = Expertly Demonstrated * Learning Outcome Goal/Benchmark: The average ranking was 6.3 / 7, which exceeds the goal of 6.	Internship supervisors agreed strongly that students' perform well in critical, creative and independent thinking in mass communication (09/15/2019) **Number of Students Assessed:** 41 **Number of Successful Students:** 41 **How were students selected to participate in the assessment of this outcome?:** students enrolled in internship credit are required to have a supervisor evaluation **What do the findings suggest about student achievement of this learning outcome?:** students are meeting and exceeding professionals expectations regarding critical, creative and independent thinking in mass communication	
#5 - Relevant theories and concepts of mass communication - Students will demonstrate an understanding of the relevant theories and concepts of mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	Survey - Senior Exit Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #4 measured relevant theories. * Learning Outcome Goal/Benchmark: Goal achieved - 4.2 / 5. The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** Yearly	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Seniors agree they understand the relevant theories and concepts of mass communication (09/15/2019) **Number of Students Assessed:** 33 **Number of Successful Students:** 33 **How were students selected to participate in the assessment of this outcome?:** all graduating seniors were asked to participate in an online exit survey **What do the findings suggest about student achievement of this learning outcome?:** students are exposed to and learning relevant communication theories, but more could be done by faculty to focus on which theories are presented in which classes to expose the students to same theories across the program	
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Exam	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) One question in the pre-post exam deals with theory - more	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	* Learning Outcome **Goal/Benchmark:** Posttest scores demonstrated an understanding of the mass communication theory.	questions should be added - faculty should focus on classes covering the theories (09/15/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** required for all graduating seniors enrolled in capstone class and all students enrolled in Media Style & Structure **What do the findings suggest about student achievement of this learning outcome?:** faculty should pinpoint theories to be used in subsequent classes / more questions written for theory on pre-post exam	
	Supervisor Evaluation - Internship Supervisors were asked to evaluate the student's understanding of relevant theories and concepts in mass communication and rate the work on a 7-point-scale. 1 = Not Applicable 2 = Understanding Not Demonstrated 3 = Demonstrated Only Slightly 4 = Demonstrated Occasionally 5 = Demonstrated But Needs Work 6 = Demonstrated Well 7 = Expertly Demonstrated *** Learning Outcome** **Goal/Benchmark:** Goal achieved - 6 out of 7. Many supervisor evaluations stated "not applicable" - meaning theories were not a part of the learning achieved through internship.	**Reporting Period:** 2018 - 2019 **Conclusion:** 2 - Meets Minimum Program Expectations (Developing) While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured? (09/15/2019) **Number of Students Assessed:** 41 **Number of Successful Students:** 41 **How were students selected to participate in the assessment of this outcome?:** All students earning internship credit are required to receive an internship supervisor evaluation **What do the findings suggest about student achievement of this learning outcome?:** supervisors are giving a rating to something they usually don't measure...many mark it as NA instead of giving a rating	
#6 - Methods and techniques of research and information gathering - Students will demonstrate an understanding of the methods and techniques of research and information gathering. **Outcome Status:** Active	**Portfolio Review -** In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for 1) the ability to gather information effectively and competently (Excel Column H)	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) External reviewers believe students have skills pertaining to information gathering (09/15/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the**	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
Planned Assessment Year: 2018 - 2019	2) initiative and creativity in information gathering (Excel Column I) 3) use multiple methods and sources for research (Excel Column J) 4) to effectively communicate how the information was gathered (Excel Column K) External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 4.1/ 5 **Timeline for Assessment:** Yearly **Supervisor Evaluation -** Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale. 1 = Not Applicable	assessment of this outcome?: From a graduating senior student list, five seniors were selected randomly via randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** External reviewers believe students are proficient in information gathering. Note... measuring informational gathering skills is difficult. **Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Reviewers agreed students understood and demonstrated the methods and techniques of research and information gathering. (09/20/2019) **Number of Students Assessed:** 41 **Number of Successful Students:** 41 **How were students selected to participate in the**	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	2 = Understanding Not Demonstrated 3 = Demonstrated Only Slightly 4 = Demonstrated Occasionally 5 = Demonstrated But Needs Work 6 = Demonstrated Well 7 = Expertly Demonstrated *** Learning Outcome Goal/Benchmark:** Goal achieved - 6.2 out of 7	assessment of this outcome?: all students who earn internship credit are required to have a supervisor evaluation **What do the findings suggest about student achievement of this learning outcome?:** students are well prepared in the areas of research and information gathering **Reporting Period:** 2018 - 2019 **Conclusion:** 4 - Exceeds Program Expectations (Advanced) Internship supervisors agree students are well equipped with research and information gathering skills (09/15/2019) **Number of Students Assessed:** 41 **Number of Successful Students:** 41 **How were students selected to participate in the assessment of this outcome?:** Required for all credit internships **What do the findings suggest about student achievement of this learning outcome?:** Students are adequately skilled in information gathering and other research skills	
#7 - Writing, editing and production techniques of mass communication specialties - Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Portfolio Review** - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories: 13 1) evidence of the ability to write clearly and without errors (Excel Column L) 2) craft language for interesting and effective communication (Excel Column M) 3) write across platforms effectively (Excel Column N) 4) communicate to wide and diverse audiences (Excel Column O) External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students are proficient in writing but can do more to showcase their skills - students need to include many types of work in their digital portfolios. (09/15/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** sample selected from randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Students have proficient writing skills but need to showcase them across more platforms and in different ways. Students should have a lot of samples in their portfolios.	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)

a 5-point-scale.
1= Poor or no representation of
Learning Outcome
2= Somewhat poor representation of
Learning Outcome
3= Average representation of
Learning Outcome
4= Good representation of Learning
Outcome
5= Outstanding representation of
Learning Outcome

*** Learning Outcome
Goal/Benchmark:** Goal achieved: 4 /
5
Timeline for Assessment: Yearly
**Comprehensive, Certification, or
Professional Exam(s) -** Pre-Post Core
Course Curriculum Comprehensive
Exam. Students taking the first
writing class (Media Style &
Structure) are pre-tested during the
first week of class. Students in
capstone courses are post-tested
during the last two weeks of class.
The exam is the same for both
groups and is given during class
times. The test is given via Canvas.

For LO #7, questions 1-20 were
counted.
*** Learning Outcome
Goal/Benchmark:** Pre assessment
score were 76/100.
Post assessment scores were 83 /
100.

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning the "core curriculum" material
because the pre-test scores are lower than the post-test
scores (09/15/2019)
Number of Students Assessed: 140
Number of Successful Students: 140
**How were students selected to participate in the
assessment of this outcome?:** required for all students in
Media Style & Structure and all students in strategic
communication capstone classes
**What do the findings suggest about student achievement
of this learning outcome?:** Students are learning, but some
information seems to be forgotten between sophomore
and senior year.

**#8 = Relevant planning and
management methods in mass**

Survey - Graduating seniors were
asked to complete an online "exit"

Reporting Period: 2018 - 2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
communication - Students will demonstrate an understanding of relevant planning and management methods in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. *** Learning Outcome Goal/Benchmark:** Goal achieved: 4.6 / 5. The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** Yearly	Students strongly agree they understand the relevant planning and management methods in mass communication. (09/15/2019) **Number of Students Assessed:** 33 **Number of Successful Students:** 33 **How were students selected to participate in the assessment of this outcome?:** all graduating seniors were asked to take an online "exit" survey **What do the findings suggest about student achievement of this learning outcome?:** students are comfortable in their skills and knowledge of planning and management	

Program Plans: Outcomes and Assessment Methods

Program (CAS) - SMSC - Strategic Communication (BS) - 475

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:
Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcome: #1 - Understanding constitutional freedoms & legal and ethical principles

Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.6 / 5   The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.   **Timeline for Assessment:** annually

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)
* Learning Outcome Goal/Benchmark: Pretest - Average score - 38%   Posttest - Average score - 71%   Goal achieved.   **Timeline for Assessment:** annually

Outcome: #2 - Relevance of human diversity in mass communications

Program (CAS) - SMSC - Strategic Communication (BS) - 475

Students will demonstrate an understanding of the relevance of human diversity in mass communications.

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: 4.3 / 5 Goal achieved. The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually

Outcome: #3 - History and social role of mass communications.

Students will demonstrate respect for the history and social role of mass communications.

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. (Active)
* Learning Outcome Goal/Benchmark: 4 / 5 Goal achieved. **Timeline for Assessment:** annually.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)
* Learning Outcome Goal/Benchmark: Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%. Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press. **Timeline for Assessment:** annually

Outcome: #4 - Critical, creative and independent thinking in mass communication

Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories:

1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)
2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)
4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

 (Active)

* Learning Outcome Goal/Benchmark: Goal achieved - 4.2 out of five, which exceeds the goal of 4.1 out of five.

Timeline for Assessment: Yearly

Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: The average ranking was 6.3 / 7, which exceeds the goal of 6.

Outcome: #5 - Relevant theories and concepts of mass communication

Students will demonstrate an understanding of the relevant theories and concepts of mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Senior Exit Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #4 measured relevant theories. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved - 4.2 / 5.

The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: Yearly

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Exam (Active)

* Learning Outcome Goal/Benchmark: Posttest scores demonstrated an understanding of the mass communication theory.

Supervisor Evaluation - Internship Supervisors were asked to evaluate the student's understanding of relevant theories and concepts in mass communication and rate the work on a 7-point-scale.

1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: Goal achieved - 6 out of 7. Many supervisor evaluations stated "not applicable" - meaning theories were not a part of the learning achieved through internship.

Outcome: #6 - Methods and techniques of research and information gathering

Students will demonstrate an understanding of the methods and techniques of research and information gathering.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.1/ 5
Timeline for Assessment: Yearly

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.

1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: Goal achieved - 6.2 out of 7

Program (CAS) - SMSC - Strategic Communication (BS) - 475

Outcome: #7 - Writing, editing and production techniques of mass communication specialties

Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:
13
1) evidence of the ability to write clearly and without errors (Excel Column L)
2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4 / 5
Timeline for Assessment: Yearly

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.

For LO #7, questions 1-20 were counted. (Active)

* Learning Outcome Goal/Benchmark: Pre assessment score were 76/100.
Post assessment scores were 83 / 100.

Outcome: #8 = Relevant planning and management methods in mass communication

Students will demonstrate an understanding of relevant planning and management methods in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.6 / 5.

The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.

Timeline for Assessment: Yearly

2018 – 2019
Annual Assessment Report

Bachelor of Arts
Sports Media

Program Information Report

Program (CAS) - SMSC - Sports Media (BA) - 479

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

2018 - 2019
Program Information
Assessment Coordinator's Name: Gina Noble
Assessment Coordinator's E-mail Address: gina.noble@okstate.edu
Number of Students Enrolled in the Program: 30
Total Number of Students Graduated: 11
Number of Student Graduates from Stillwater Campus: 11
Number of Student Graduates from Tulsa Campus: 0
Were university assessment funds used by the department/program for assessment activities?: Yes
If yes, describe how funds were used and the contribution the funds had on the assessment process: Funds were used to pay SMSC alumni to assess student digital portfolios. SMSC selected and paid alumni who had been working professionally at least three-to-five years (or more) in media, sports media and strategic communications (representative of SMSC's three programs). The funds helped legitimize the importance of SMSC's assessment research to participating alumni because they took their jobs seriously and gave in-depth answers to help us better understand our students' strengths and weaknesses, which helps faculty improve curricula. One-hundred percent of the selected participants completed the survey.

Annual Executive Summary Report

Program (CAS) - SMSC - Sports Media (BA) - 479

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
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Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

2018 - 2019

Program Assessment Coordinator: Gina Noble

Plan Review and Approval

Date Current Plan Was Reviewed and Approved: 09/20/2019
Date of Future Plan Review and Approval: 08/28/2021

Summary of Assessment Findings

Describe overall assessment findings and faculty members' interpretation of the assessment results: The 2018-19 SMSC Assessment Committee finds the overall averages for the pretest vs. posttest were relatively low (i.e., 62 vs. 74 percent). However, the averages were higher than the previous year's scores (50 vs. 67 percent) and showed improvements in three of the four core courses. Those scores indicate students are learning many key concepts. In contrast, averages related to Media in a Diverse Society did not improve substantially and, for some questions, the posttest averages were lower than for the pretest. However, this was only the second time both tests were administered in the same academic year so making any statement about the overarching effectiveness of teaching based on test results is difficult.

The committee notes that student scores can be affected by the time between taking a core course and taking the posttest. Also unaccounted for are students, including transfers, who take core courses elsewhere. To help address the latter, we recommend starting next year, SMSC use CWIDs to track scores of the same cohort that took the pretest and the posttest. This should reveal more information about student learning in the SMSC curriculum.

The committee also recognizes that low pretest and posttest scores could be attributed in part to a lack of student effort on the tests because doing well doesn't affect their respective course grades. Some students might consider these tests to be a necessary chore to finish quickly rather than an opportunity to demonstrate what they know.

Overall, sports media students demonstrated an understanding of the Learning Objectives, demonstrated a good representation of critical, creative and independent thinking, and demonstrated an understanding of the writing, editing and production techniques.

Dissemination of Findings

Describe the individual(s) or committee responsible for reviewing and interpreting assessment data: Dr. John McGuire - sequence head for Sports Media
Dr. Joey Senat - sequence head for Multimedia Journalism
Dr. BobbiKay Lewis - associate dean - College of Arts & Sciences & acting strategic communication sequence head

Describe the process for sharing and discussing assessment findings with program faculty: Sequence heads, program director and associate director send results to all faculty members then discuss results with faculty during faculty meeting

Program Improvements Based on Assessment

Based on data collected this year, what changes are being considered or planned for the program?: We plan to revise pre-post questions to better reflect the core curriculum; revising one question asked of internship supervisors regarding theories; separating students' results by sequences by adding "your major' to each pre and post test.

Based on this year's findings, what (if any) changes are planned for the assessment process?: No changes in assessment measures other than we will have fewer external reviewers assessing each sequence because funding was cut by half this year. Our external reviewers review student portfolios, which is the most important assessment measure for our School.

Describe the process for implementing these changes/planned program improvements: Proposal by associate director to director; director adds information on faculty agenda; information explained to faculty; faculty vote

Program Improvements Made in the Last Year: Assessment Measure Improvements, Improved Faculty Understanding or Buy-In

Goals for the Coming Year: Sequence heads will replace some pre-post test questions to better reflect core curriculum ; internship supervisor question discussed and possibly eliminated (learning outcome #5). Continued faculty buy-in and increased awareness of all assessment measures

Is this Summary Report Complete?: Yes

List all individuals associated with this report preparation: Gina Noble

Assessment Impact Report: Plans and Findings

Program (CAS) - SMSC - Sports Media (BA) - 479

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcome: #1 - Understanding constitutional freedoms & legal and ethical principles

Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.4
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.

Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)
Results represent a good representation of the learning outcome. All faculty should emphasize constitutional freedoms as well as relevant legal issues and ethical principles in their courses

Number of Students Assessed: 7
Number of Successful Students: 7
How were students selected to participate in the assessment of this outcome?: all graduating seniors were invited to take an exit survey
What do the findings suggest about student achievement of this learning outcome?: Graduates demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Program (CAS) - SMSC - Sports Media (BA) - 479

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.   (Active)

* Learning Outcome Goal/Benchmark: Pretest - Average score - 38%
Posttest - Average score - 71%
Goal achieved.
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning and retaining information required in the core classes.
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: Required testing for students in Media Style & Structure and strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Students have an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome: #2 - Relevance of human diversity in mass communications

Students will demonstrate an understanding of the relevance of human diversity in mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.1
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students understand the relevance of human diversity in mass communications
Number of Students Assessed: 7
Number of Successful Students: 7
How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to take an online survey
What do the findings suggest about student achievement of this learning outcome?: students are learning about human diversity as they progress through the program

Outcome: #3 - History and social role of mass communications.

Students will demonstrate respect for the history and social role of mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Program (CAS) - SMSC - Sports Media (BA) - 479

Survey - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.1
Goal is to score at least 4.
Timeline for Assessment: annually.

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students understand the history and social role of mass communications
Number of Students Assessed: 7
Number of Successful Students: 7
How were students selected to participate in the assessment of this outcome?: all graduating seniors were invited to participate in the survey
What do the findings suggest about student achievement of this learning outcome?: Students adequately understand the history and social role of mass communications

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Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)
* Learning Outcome Goal/Benchmark: Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%.

Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press.
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 1 - Does Not Meet Program Expectations (Unacceptable)
Unable to accurately measure results. Questions # 42-50 on the pre-post test must be revised. Many questions were deemed as too "trivial" in nature by the committee. Questions must be replaced before the next testing session.
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: Required for all students in Media Style and Structure and strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Faculty need to work together to replace questions pertaining to history and social role, and faculty need to make sure the information is included in all or most sequence classes

Outcome: #4 - Critical, creative and independent thinking in mass communication

Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories:

1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)
2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)
4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4 / 5
Goal is 4+
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Student portfolios demonstrated a good representation of critical, creative and independent thinking as they relate to the field of sports media
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: selected via randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Student portfolios demonstrated a good representation of critical, creative and independent thinking as they relate to the field of sports media

Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 6.5 / 7

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)
Internship supervisors said students demonstrated their critical, creative and independent as
Number of Students Assessed: 26
Number of Successful Students: 26
How were students selected to participate in the assessment of this outcome?: Students earning internship credit must be evaluated by supervisors
What do the findings suggest about student achievement of this learning outcome?: Students are skilled in critical, creative and independent thinking.

Outcome: #5 - Relevant theories and concepts of mass communication

Program (CAS) - SMSC - Sports Media (BA) - 479

Students will demonstrate an understanding of the relevant theories and concepts of mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors exit survey (Active)
* Learning Outcome Goal/Benchmark: 3.85 / 5
Goal: 4 / 5

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students felt their coursework adequately required them to demonstrate knowledge of relevant theories and concepts of mass communication
Number of Students Assessed: 7
Number of Successful Students: 7
How were students selected to participate in the assessment of this outcome?: all seniors were invited to participate in an exit survey
What do the findings suggest about student achievement of this learning outcome?: While students felt positive about theories in their coursework, they need more exposure to theory. It is recommended that each sequence and the entire faculty discuss important theories to highlight in multiple classes.

Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam (Active)
* Learning Outcome Goal/Benchmark: Students were tested on one question and understood the theory

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
While students are proficient in identifying theories, more theory questions recommended, and faculty should select theories to be highlighted in multiple sequence classes. One question in the pre-post exam deals with theory.
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: required for all graduating seniors enrolled in capstone class and all students enrolled in Media Style & Structure
What do the findings suggest about student achievement of this learning outcome?: faculty should pinpoint theories to be used in subsequent classes / more questions written for theory on pre-post exam

Supervisor Evaluation - Internship supervisor evaluation (Active)
* Learning Outcome Goal/Benchmark: 5.6 / 7

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured?
Number of Students Assessed: 26
Number of Successful Students: 26
How were students selected to participate in the assessment of this outcome?: All students earning internship credit are required to receive an internship supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: supervisors are giving a rating to something they usually don't measure - many mark it as NA instead of giving a rating

Program (CAS) - SMSC - Sports Media (BA) - 479

Outcome: #6 - Methods and techniques of research and information gathering

Students will demonstrate an understanding of the methods and techniques of research and information gathering.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* Learning Outcome Goal/Benchmark: 3.95 / 5
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Student portfolios demonstrated an average to good representation of understanding of the methods and techniques used to gather information
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: selected from list of seniors using randomizer.com
What do the findings suggest about student achievement of this learning outcome?: External reviewers believe students are proficient in information gathering. Note... measuring informational gathering skills is difficult.

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)
* Learning Outcome Goal/Benchmark: 6 / 7
Goal achieved:

Program (CAS) - SMSC - Sports Media (BA) - 479

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Internship supervisors agree students are adequate in research and information gathering skills
Number of Students Assessed: 26
Number of Successful Students: 26
How were students selected to participate in the assessment of this outcome?: credit internships must have supervisor
evaluations
What do the findings suggest about student achievement of this learning outcome?: Students are adequate in research and
information gathering skills, but there's always room for improvement.

Outcome: #7 - Writing, editing and production techniques of mass communication specialties

Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:
13
1) evidence of the ability to write clearly and without errors (Excel Column L)
2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online
survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* **Learning Outcome Goal/Benchmark:** 3.95 / 5
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Reviewers determined that student portfolios were generally good in demonstrating an understanding of mass communications
writing, editing and production techniques
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students are proficient in writing but can
do more to showcase their skills - students need to include many types of work in their digital portfolios.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students
taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone

courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.

For LO #7, questions 1-20 were counted. (Active)
* Learning Outcome Goal/Benchmark: Pre assessment score were 76/100.
Post assessment scores were 83 / 100.

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning the "core curriculum" material because the pre-test scores are lower than the post-test scores
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: required for all students in Media Style & Structure and all students in strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Students are learning, but some information seems to be forgotten between sophomore and senior year.

Outcome: #8 = Relevant planning and management methods in mass communication

Students will demonstrate an understanding of relevant planning and management methods in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. (Active)
* Learning Outcome Goal/Benchmark: 3.9 / 5
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students agree they understand the relevant planning and management methods in mass communication.
Number of Students Assessed: 7
Number of Successful Students: 7
How were students selected to participate in the assessment of this outcome?: all seniors were invited to participate in an exit survey
What do the findings suggest about student achievement of this learning outcome?: students are adequate in their skills and knowledge of planning and management

Program Plan and Findings: Four Column Layout

Program (CAS) - SMSC - Sports Media (BA) - 479

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:
Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
#1 - Understanding constitutional freedoms & legal and ethical principles - Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 4.4 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 4 - Exceeds Program Expectations (Advanced) Results represent a good representation of the learning outcome. All faculty should emphasize constitutional freedoms as well as relevant legal issues and ethical principles in their courses (09/20/2019) **Number of Students Assessed:** 7 **Number of Successful Students:** 7 **How were students selected to participate in the assessment of this outcome?:** all graduating seniors were invited to take an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Graduates demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.	
	Comprehensive, Certification, or	**Reporting Period:** 2018 - 2019	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. *** Learning Outcome** **Goal/Benchmark:** Pretest - Average score - 38% Posttest - Average score - 71% Goal achieved. **Timeline for Assessment:** annually	**Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning and retaining information required in the core classes. (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** Required testing for students in Media Style & Structure and strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Students have an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.	
#2 - Relevance of human diversity in mass communications - Students will demonstrate an understanding of the relevance of human diversity in mass communications. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey** - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 4.1 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students understand the relevance of human diversity in mass communications (09/20/2019) **Number of Students Assessed:** 7 **Number of Successful Students:** 7 **How were students selected to participate in the assessment of this outcome?:** all graduating seniors were asked to take an online survey **What do the findings suggest about student achievement of this learning outcome?:** students are learning about human diversity as they progress through the program	
#3 - History and social role of mass communications. - Students will demonstrate respect for the history and social role of mass communications. **Outcome Status:** Active	**Survey** - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 4.1	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students understand the history and social role of mass communications (09/20/2019) **Number of Students Assessed:** 7 **Number of Successful Students:** 7	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
Planned Assessment Year: 2018 - 2019	Goal is to score at least 4. **Timeline for Assessment:** annually.	**How were students selected to participate in the assessment of this outcome?:** all graduating seniors were invited to participate in the survey **What do the findings suggest about student achievement of this learning outcome?:** Students adequately understand the history and social role of mass communications	
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. *** Learning Outcome Goal/Benchmark:** Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%. Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 1 - Does Not Meet Program Expectations (Unacceptable) Unable to accurately measure results. Questions # 42-50 on the pre-post test must be revised. Many questions were deemed as too "trivial" in nature by the committee. Questions must be replaced before the next testing session. (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** Required for all students in Media Style and Structure and strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Faculty need to work together to replace questions pertaining to history and social role, and faculty need to make sure the information is included in all or most sequence classes	
#4 - Critical, creative and independent thinking in mass communication - Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.	**Portfolio Review -** In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories: 1) if the student's work reflected the ability to analyze complex situations	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Student portfolios demonstrated a good representation of critical, creative and independent thinking as they relate to the field of sports media (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
Outcome Status: Active **Planned Assessment Year:** 2018 - 2019	accurately (Excel Column D) 2) if the student was able to craft innovative solutions to difficult problems (Excel Column E) 3) if the student's work reflected looking beyond the obvious (Excel Column F) 4) if the student had the ability to effectively communicate complex ideas (Excel Column G) External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome * Learning Outcome **Goal/Benchmark:** Goal achieved: 4 / 5 Goal is 4+ **Timeline for Assessment:** Yearly	**How were students selected to participate in the assessment of this outcome?:** selected via randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Student portfolios demonstrated a good representation of critical, creative and independent thinking as they relate to the field of sports media	
	Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and	**Reporting Period:** 2018 - 2019 **Conclusion:** 4 - Exceeds Program Expectations (Advanced) Internship supervisors said students demonstrated their critical, creative and independent as (09/20/2019) **Number of Students Assessed:** 26 **Number of Successful Students:** 26	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	rate the work on a 7-point-scale. 1 = Not Applicable 2 = Understanding Not Demonstrated 3 = Demonstrated Only Slightly 4 = Demonstrated Occasionally 5 = Demonstrated But Needs Work 6 = Demonstrated Well 7 = Expertly Demonstrated *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 6.5 / 7	**How were students selected to participate in the assessment of this outcome?:** Students earning internship credit must be evaluated by supervisors **What do the findings suggest about student achievement of this learning outcome?:** Students are skilled in critical, creative and independent thinking.	
#5 - Relevant theories and concepts of mass communication - Students will demonstrate an understanding of the relevant theories and concepts of mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors exit survey *** Learning Outcome** **Goal/Benchmark:** 3.85 / 5 Goal: 4 / 5	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students felt their coursework adequately required them to demonstrate knowledge of relevant theories and concepts of mass communication (09/20/2019) **Number of Students Assessed:** 7 **Number of Successful Students:** 7 **How were students selected to participate in the assessment of this outcome?:** all seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** While students felt positive about theories in their coursework, they need more exposure to theory. It is recommended that each sequence and the entire faculty discuss important theories to highlight in multiple classes.	
	Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam *** Learning Outcome** **Goal/Benchmark:** Students were tested on one question and understood the theory	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) While students are proficient in identifying theories, more theory questions recommended, and faculty should select theories to be highlighted in multiple sequence classes. One question in the pre-post exam deals with theory. (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** required for all graduating seniors enrolled in capstone class and all students enrolled	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
		in Media Style & Structure **What do the findings suggest about student achievement of this learning outcome?:** faculty should pinpoint theories to be used in subsequent classes / more questions written for theory on pre-post exam	
	Supervisor Evaluation - Internship supervisor evaluation *** Learning Outcome** **Goal/Benchmark:** 5.6 / 7	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured? (09/20/2019) **Number of Students Assessed:** 26 **Number of Successful Students:** 26 **How were students selected to participate in the assessment of this outcome?:** All students earning internship credit are required to receive an internship supervisor evaluation **What do the findings suggest about student achievement of this learning outcome?:** supervisors are giving a rating to something they usually don't measure - many mark it as NA instead of giving a rating	
#6 - Methods and techniques of research and information gathering - Students will demonstrate an understanding of the methods and techniques of research and information gathering. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Portfolio Review -** In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for 1) the ability to gather information effectively and competently (Excel Column H) 2) initiative and creativity in information gathering (Excel Column I) 3) use multiple methods and sources for research (Excel Column J) 4) to effectively communicate how the information was gathered (Excel Column K) External reviewers reviewed five	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Student portfolios demonstrated an average to good representation of understanding of the methods and techniques used to gather information (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** selected from list of seniors using randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** External reviewers believe students are proficient in information gathering. Note... measuring informational gathering skills is difficult.	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)

portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

* Learning Outcome
Goal/Benchmark: 3.95 / 5
Timeline for Assessment: Yearly
Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated
* Learning Outcome
Goal/Benchmark: 6 / 7
Goal achieved:

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient) Internship supervisors agree students are adequate in research and information gathering skills (09/20/2019)
Number of Students Assessed: 26
Number of Successful Students: 26
How were students selected to participate in the assessment of this outcome?: credit internships must have supervisor evaluations
What do the findings suggest about student achievement of this learning outcome?: Students are adequate in research and information gathering skills, but there's always room for improvement.

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
#7 - Writing, editing and production techniques of mass communication specialties - Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Portfolio Review** - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories: 13 1) evidence of the ability to write clearly and without errors (Excel Column L) 2) craft language for interesting and effective communication (Excel Column M) 3) write across platforms effectively (Excel Column N) 4) communicate to wide and diverse audiences (Excel Column O) External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome . *** Learning Outcome** **Goal/Benchmark:** 3.95 / 5 **Timeline for Assessment:** Yearly	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Reviewers determined that student portfolios were generally good in demonstrating an understanding of mass communications writing, editing and production techniques (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Students are proficient in writing but can do more to showcase their skills - students need to include many types of work in their digital portfolios.	
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning the "core curriculum" material	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. For LO #7, questions 1-20 were counted. *** Learning Outcome Goal/Benchmark:** Pre assessment score were 76/100. Post assessment scores were 83 / 100.	because the pre-test scores are lower than the post-test scores (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** required for all students in Media Style & Structure and all students in strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Students are learning, but some information seems to be forgotten between sophomore and senior year.	
#8 = Relevant planning and management methods in mass communication - Students will demonstrate an understanding of relevant planning and management methods in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. *** Learning Outcome Goal/Benchmark:** 3.9 / 5 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** Yearly	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students agree they understand the relevant planning and management methods in mass communication. (09/20/2019) **Number of Students Assessed:** 7 **Number of Successful Students:** 7 **How were students selected to participate in the assessment of this outcome?:** all seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** students are adequate in their skills and knowledge of planning and management	

Program Plans: Outcomes and Assessment Methods

Program (CAS) - SMSC - Sports Media (BA) - 479

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcome: #1 - Understanding constitutional freedoms & legal and ethical principles

Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.4 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)
* Learning Outcome Goal/Benchmark: Pretest - Average score - 38% Posttest - Average score - 71% Goal achieved. **Timeline for Assessment:** annually

Outcome: #2 - Relevance of human diversity in mass communications

Program (CAS) - SMSC - Sports Media (BA) - 479

Students will demonstrate an understanding of the relevance of human diversity in mass communications.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.1
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Outcome: #3 - History and social role of mass communications.

Students will demonstrate respect for the history and social role of mass communications.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.1
Goal is to score at least 4.
Timeline for Assessment: annually.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)

* Learning Outcome Goal/Benchmark: Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%.

Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press.
Timeline for Assessment: annually

Outcome: #4 - Critical, creative and independent thinking in mass communication

Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories:

1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)
2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)
4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4 / 5
Goal is 4+
Timeline for Assessment: Yearly

Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 6.5 / 7

Outcome: #5 - Relevant theories and concepts of mass communication

Students will demonstrate an understanding of the relevant theories and concepts of mass communication.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors exit survey (Active)

* Learning Outcome Goal/Benchmark: 3.85 / 5
Goal: 4 / 5

Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam (Active)

* Learning Outcome Goal/Benchmark: Students were tested on one question and understood the theory

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Supervisor Evaluation - Internship supervisor evaluation (Active)

* Learning Outcome Goal/Benchmark: 5.6 / 7

Outcome: #6 - Methods and techniques of research and information gathering

Students will demonstrate an understanding of the methods and techniques of research and information gathering.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: 3.95 / 5
Timeline for Assessment: Yearly

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: 6 / 7
Goal achieved:

Outcome: #7 - Writing, editing and production techniques of mass communication specialties

Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Program (CAS) - SMSC - Sports Media (BA) - 479

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:
13
1) evidence of the ability to write clearly and without errors (Excel Column L)
2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: 3.95 / 5
Timeline for Assessment: Yearly

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.

For LO #7, questions 1-20 were counted. (Active)

* Learning Outcome Goal/Benchmark: Pre assessment score were 76/100.
Post assessment scores were 83 / 100.

Outcome: #8 = Relevant planning and management methods in mass communication

Students will demonstrate an understanding of relevant planning and management methods in mass communication.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. (Active)

* Learning Outcome Goal/Benchmark: 3.9 / 5
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: Yearly

2018 – 2019
Annual Assessment Report

Bachelor of Science
Sports Media

Annual Executive Summary Report

Program (CAS) - SMSC - Sports Media (BS) - 480

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

2018 - 2019
Program Assessment Coordinator: Gina Noble

Plan Review and Approval
Date Current Plan Was Reviewed and Approved: 09/20/2019
Date of Future Plan Review and Approval: 08/28/2021

Summary of Assessment Findings
Describe overall assessment findings and faculty members' interpretation of the assessment results: The 2018-19 SMSC Assessment Committee finds the overall averages for the pretest vs. posttest were relatively low (i.e., 62 vs. 74 percent). However, the averages were higher than the previous year's scores (50 vs. 67 percent) and showed improvements in three of the four core courses. Those scores indicate students are learning many key concepts. In contrast, averages related to Media in a Diverse Society did not improve substantially and, for some questions, the posttest averages were lower than for the pretest. However, this was only the second time both tests were administered in the same academic year so making any statement about the overarching effectiveness of teaching based on test results is difficult.

The committee notes that student scores can be affected by the time between taking a core course and taking the posttest. Also unaccounted for are students, including transfers, who take core courses elsewhere. To help address the latter, we recommend starting next year, SMSC use CWIDs to track scores of the same cohort that took the pretest and the posttest. This should reveal more information about student learning in the SMSC curriculum.

The committee also recognizes that low pretest and posttest scores could be attributed in part to a lack of student effort on the tests because doing well doesn't affect their respective course grades. Some students might consider these tests to be a necessary chore to finish quickly rather than an opportunity to demonstrate what they know.

Overall, sports media students demonstrated an understanding of the Learning Objectives, demonstrated a good representation of critical, creative and independent thinking, and demonstrated an understanding of the writing, editing and production techniques.

Dissemination of Findings
Describe the individual(s) or committee responsible for reviewing and interpreting assessment data: Dr. John McGuire - sequence head for Sports Media
Dr. Joey Senat - sequence head for Multimedia Journalism
Dr. BobbiKay Lewis - associate dean - College of Arts & Sciences & acting strategic communication sequence head

Describe the process for sharing and discussing assessment findings with program faculty: Sequence heads, program director and associate director send results to all faculty members then discuss results with faculty during faculty meeting

Program Improvements Based on Assessment

Based on data collected this year, what changes are being considered or planned for the program?: We plan to revise pre-post questions to better reflect the core curriculum; revising one question asked of internship supervisors regarding theories; separating students' results by sequences by adding "your major' to each pre and post test.

Based on this year's findings, what (if any) changes are planned for the assessment process?: No changes in assessment measures other than we will have fewer external reviewers assessing each sequence because funding was cut by half this year. Our external reviewers review student portfolios, which is the most important assessment measure for our School.

Describe the process for implementing these changes/planned program improvements: Proposal by associate director to director; director adds information on faculty agenda; information explained to faculty; faculty vote

Program Improvements Made in the Last Year: Assessment Measure Improvements, Improved Faculty Understanding or Buy-In

Goals for the Coming Year: Sequence heads will replace some pre-post test questions to better reflect core curriculum ; internship supervisor question discussed and possibly eliminated (learning outcome #5). Continued faculty buy-in and increased awareness of all assessment measures

Is this Summary Report Complete?: Yes

List all individuals associated with this report preparation: Gina Noble

Assessment Impact Report: Plans and Findings

Program (CAS) - SMSC - Sports Media (BS) - 480

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:
Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcome: #1 - Understanding constitutional freedoms & legal and ethical principles

Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.4
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.

Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)
Results represent a good representation of the learning outcome. All faculty should emphasize constitutional freedoms as well as relevant legal issues and ethical principles in their courses

Number of Students Assessed: 7
Number of Successful Students: 7
How were students selected to participate in the assessment of this outcome?: all graduating seniors were invited to take an exit survey
What do the findings suggest about student achievement of this learning outcome?: Graduates demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Program (CAS) - SMSC - Sports Media (BS) - 480

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)

* Learning Outcome Goal/Benchmark: Pretest - Average score - 38%
Posttest - Average score - 71%
Goal achieved.
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning information required in the core classes.
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: Required testing for students in Media Style & Structure and strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Students have an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome: #2 - Relevance of human diversity in mass communications

Students will demonstrate an understanding of the relevance of human diversity in mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.1
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students understand the relevance of human diversity in mass communications
Number of Students Assessed: 7
Number of Successful Students: 7
How were students selected to participate in the assessment of this outcome?: all graduating seniors were asked to take an online survey
What do the findings suggest about student achievement of this learning outcome?: students are learning about human diversity as they progress through the program

Outcome: #3 - History and social role of mass communications.

Students will demonstrate respect for the history and social role of mass communications.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Program (CAS) - SMSC - Sports Media (BS) - 480

Survey - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4.1

Goal is to score 4+

Timeline for Assessment: annually.

Findings

Reporting Period: 2018 - 2019   09/20/2019

Conclusion: 3 - Meets Program Expectations (Proficient)

Students understand the history and social role of mass communications

Number of Students Assessed: 7

Number of Successful Students: 7

How were students selected to participate in the assessment of this outcome?: all graduating seniors were invited to participate in the survey

What do the findings suggest about student achievement of this learning outcome?: Students adequately understand the history and social role of mass communications

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Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)

* Learning Outcome Goal/Benchmark: Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%.

Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press.

Timeline for Assessment: annually

Findings

Reporting Period: 2018 - 2019   09/20/2019

Conclusion: 1 - Does Not Meet Program Expectations (Unacceptable)

Unable to accurately measure results. Questions # 42-50 on the pre-post test must be revised. Many questions were deemed as too "trivial" in nature by the committee. Questions must be replaced before the next testing session.

Number of Students Assessed: 140

Number of Successful Students: 140

How were students selected to participate in the assessment of this outcome?: Required for all students in Media Style and Structure and strategic communication capstone classes

What do the findings suggest about student achievement of this learning outcome?: Faculty need to work together to replace questions pertaining to history and social role, and faculty need to make sure the information is included in all or most sequence classes

Outcome: #4 - Critical, creative and independent thinking in mass communication

Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories:

1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)
2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)
4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* **Learning Outcome Goal/Benchmark:** Goal achieved: 4 / 5
Goal is 4+
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Student portfolios demonstrated a good representation of critical, creative and independent thinking as they relate to the field of sports media
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: selected via randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Student portfolios demonstrated a good representation of critical, creative and independent thinking as they relate to the field of sports media

Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 4 - Exceeds Program Expectations (Advanced)
Internship supervisors said students demonstrated their critical, creative and independent as
Number of Students Assessed: 26
Number of Successful Students: 26
How were students selected to participate in the assessment of this outcome?: Students earning internship credit must be evaluated by supervisors
What do the findings suggest about student achievement of this learning outcome?: Students are skilled in critical, creative and independent thinking.

Outcome: #5 - Relevant theories and concepts of mass communication

Program (CAS) - SMSC - Sports Media (BS) - 480

Students will demonstrate an understanding of the relevant theories and concepts of mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors exit survey (Active)

* Learning Outcome Goal/Benchmark: Goal not achieved: 3.85
Goal is 4+

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students felt their coursework adequately required them to demonstrate knowledge of relevant theories and concepts of mass communication
Number of Students Assessed: 7
Number of Successful Students: 7
How were students selected to participate in the assessment of this outcome?: all seniors were invited to participate in an exit survey
What do the findings suggest about student achievement of this learning outcome?: While students felt positive about theories in their coursework, they need more exposure to theory. It is recommended that each sequence and the entire faculty discuss important theories to highlight in multiple classes.

Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam (Active)

* Learning Outcome Goal/Benchmark: Students were tested on one question and understood the theory

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
While students are proficient in identifying theories, more theory questions recommended, and faculty should select theories to be highlighted in multiple sequence classes. One question in the pre-post exam deals with theory.
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: required for all graduating seniors enrolled in capstone class and all students enrolled in Media Style & Structure
What do the findings suggest about student achievement of this learning outcome?: faculty should pinpoint theories to be used in subsequent classes / more questions written for theory on pre-post exam

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Supervisor Evaluation - Internship supervisor evaluation (Active)

* Learning Outcome Goal/Benchmark: 5.6 / 7

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured?
Number of Students Assessed: 26
Number of Successful Students: 26
How were students selected to participate in the assessment of this outcome?: All students earning internship credit are required to receive an internship supervisor evaluation
What do the findings suggest about student achievement of this learning outcome?: supervisors are giving a rating to something they usually don't measure - many mark it as NA instead of giving a rating

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Outcome: #6 - Methods and techniques of research and information gathering

Students will demonstrate an understanding of the methods and techniques of research and information gathering.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)
* Learning Outcome Goal/Benchmark: 3.95 / 5
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Student portfolios demonstrated an average to good representation of understanding of the methods and techniques used to gather information
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: randomizer.com
What do the findings suggest about student achievement of this learning outcome?: External reviewers believe students are proficient in information gathering. Note... measuring informational gathering skills is difficult.

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)
* Learning Outcome Goal/Benchmark: 5.6 / 7

Findings

Program (CAS) - SMSC - Sports Media (BS) - 480

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Internship supervisors agree students are adequate in research and information gathering skills
Number of Students Assessed: 26
Number of Successful Students: 26
How were students selected to participate in the assessment of this outcome?: credit internships must have supervisor evaluations
What do the findings suggest about student achievement of this learning outcome?: Students are adequate in research and information gathering skills, but there's always room for improvement.

Outcome: #7 - Writing, editing and production techniques of mass communication specialties

Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:
13
1) evidence of the ability to write clearly and without errors (Excel Column L)
2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

 (Active)
* Learning Outcome Goal/Benchmark: 3.95 / 5
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Reviewers determined that student portfolios were generally good in demonstrating an understanding of mass communications writing, editing and production techniques
Number of Students Assessed: 5
Number of Successful Students: 5
How were students selected to participate in the assessment of this outcome?: randomizer.com
What do the findings suggest about student achievement of this learning outcome?: Students are proficient in writing but can do more to showcase their skills - students need to include many types of work in their digital portfolios.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class

times. The test is given via Canvas.

For LO #7, questions 1-20 were counted. (Active)
* **Learning Outcome Goal/Benchmark:** Pre assessment score were 76/100.
Post assessment scores were 83 / 100.

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students are learning the "core curriculum" material because the pre-test scores are lower than the post-test scores
Number of Students Assessed: 140
Number of Successful Students: 140
How were students selected to participate in the assessment of this outcome?: required for all students in Media Style &
Structure and all students in strategic communication capstone classes
What do the findings suggest about student achievement of this learning outcome?: Students are learning, but some
information seems to be forgotten between sophomore and senior year.

Outcome: #8 = Relevant planning and management methods in mass communication

Students will demonstrate an understanding of relevant planning and management methods in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was
given a few weeks before graduation. Question #5 measured relevant planning responses. (Active)
* **Learning Outcome Goal/Benchmark:** 3.95 / 5
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would
indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in
mass media and communications.
Timeline for Assessment: Yearly

Findings

Reporting Period: 2018 - 2019   09/20/2019
Conclusion: 3 - Meets Program Expectations (Proficient)
Students agree they understand the relevant planning and management methods in mass communication.
Number of Students Assessed: 7
Number of Successful Students: 7
How were students selected to participate in the assessment of this outcome?: all seniors were invited to participate in an exit
survey
What do the findings suggest about student achievement of this learning outcome?: students are adequate in their skills and
knowledge of planning and management

Program Plan and Findings: Four Column Layout

Program (CAS) - SMSC - Sports Media (BS) - 480

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
#1 - Understanding constitutional freedoms & legal and ethical principles - Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome Goal/Benchmark:** Goal achieved: 4.4 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 4 - Exceeds Program Expectations (Advanced) Results represent a good representation of the learning outcome. All faculty should emphasize constitutional freedoms as well as relevant legal issues and ethical principles in their courses (09/20/2019) **Number of Students Assessed:** 7 **Number of Successful Students:** 7 **How were students selected to participate in the assessment of this outcome?:** all graduating seniors were invited to take an exit survey **What do the findings suggest about student achievement of this learning outcome?:** Graduates demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.	
	Comprehensive, Certification, or	**Reporting Period:** 2018 - 2019	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. *** Learning Outcome Goal/Benchmark:** Pretest - Average score - 38% Posttest - Average score - 71% Goal achieved. **Timeline for Assessment:** annually	**Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning information required in the core classes. (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** Required testing for students in Media Style & Structure and strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Students have an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.	
#2 - Relevance of human diversity in mass communications - Students will demonstrate an understanding of the relevance of human diversity in mass communications. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. *** Learning Outcome Goal/Benchmark:** Goal achieved: 4.1 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students understand the relevance of human diversity in mass communications (09/20/2019) **Number of Students Assessed:** 7 **Number of Successful Students:** 7 **How were students selected to participate in the assessment of this outcome?:** all graduating seniors were asked to take an online survey **What do the findings suggest about student achievement of this learning outcome?:** students are learning about human diversity as they progress through the program	
#3 - History and social role of mass communications. - Students will demonstrate respect for the history and social role of mass communications. **Outcome Status:** Active	**Survey -** Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. *** Learning Outcome Goal/Benchmark:** Goal achieved: 4.1	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students understand the history and social role of mass communications (09/20/2019) **Number of Students Assessed:** 7 **Number of Successful Students:** 7	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
Planned Assessment Year: 2018 - 2019	Goal is to score 4+ **Timeline for Assessment:** annually.	**How were students selected to participate in the assessment of this outcome?:** all graduating seniors were invited to participate in the survey **What do the findings suggest about student achievement of this learning outcome?:** Students adequately understand the history and social role of mass communications	
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. *** Learning Outcome Goal/Benchmark:** Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%. Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press. **Timeline for Assessment:** annually	**Reporting Period:** 2018 - 2019 **Conclusion:** 1 - Does Not Meet Program Expectations (Unacceptable) Unable to accurately measure results. Questions # 42-50 on the pre-post test must be revised. Many questions were deemed as too "trivial" in nature by the committee. Questions must be replaced before the next testing session. (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** Required for all students in Media Style and Structure and strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Faculty need to work together to replace questions pertaining to history and social role, and faculty need to make sure the information is included in all or most sequence classes	
#4 - Critical, creative and independent thinking in mass communication - Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.	**Portfolio Review** - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories: 1) if the student's work reflected the ability to analyze complex situations	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Student portfolios demonstrated a good representation of critical, creative and independent thinking as they relate to the field of sports media (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
Outcome Status: Active **Planned Assessment Year:** 2018 - 2019	accurately (Excel Column D) 2) if the student was able to craft innovative solutions to difficult problems (Excel Column E) 3) if the student's work reflected looking beyond the obvious (Excel Column F) 4) if the student had the ability to effectively communicate complex ideas (Excel Column G) External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome *** Learning Outcome** **Goal/Benchmark:** Goal achieved: 4 / 5 Goal is 4+ **Timeline for Assessment:** Yearly	**How were students selected to participate in the assessment of this outcome?:** selected via randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Student portfolios demonstrated a good representation of critical, creative and independent thinking as they relate to the field of sports media	
	Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and	**Reporting Period:** 2018 - 2019 **Conclusion:** 4 - Exceeds Program Expectations (Advanced) Internship supervisors said students demonstrated their critical, creative and independent as (09/20/2019) **Number of Students Assessed:** 26 **Number of Successful Students:** 26	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	rate the work on a 7-point-scale. 1 = Not Applicable 2 = Understanding Not Demonstrated 3 = Demonstrated Only Slightly 4 = Demonstrated Occasionally 5 = Demonstrated But Needs Work 6 = Demonstrated Well 7 = Expertly Demonstrated	**How were students selected to participate in the assessment of this outcome?:** Students earning internship credit must be evaluated by supervisors **What do the findings suggest about student achievement of this learning outcome?:** Students are skilled in critical, creative and independent thinking.	
#5 - Relevant theories and concepts of mass communication - Students will demonstrate an understanding of the relevant theories and concepts of mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey -** Graduating seniors exit survey *** Learning Outcome** **Goal/Benchmark:** Goal not achieved: 3.85 Goal is 4+	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students felt their coursework adequately required them to demonstrate knowledge of relevant theories and concepts of mass communication (09/20/2019) **Number of Students Assessed:** 7 **Number of Successful Students:** 7 **How were students selected to participate in the assessment of this outcome?:** all seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** While students felt positive about theories in their coursework, they need more exposure to theory. It is recommended that each sequence and the entire faculty discuss important theories to highlight in multiple classes.	
	Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam *** Learning Outcome** **Goal/Benchmark:** Students were tested on one question and understood the theory	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) While students are proficient in identifying theories, more theory questions recommended, and faculty should select theories to be highlighted in multiple sequence classes. One question in the pre-post exam deals with theory. (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140 **How were students selected to participate in the assessment of this outcome?:** required for all graduating seniors enrolled in capstone class and all students enrolled in Media Style & Structure **What do the findings suggest about student achievement of this learning outcome?:** faculty should pinpoint theories	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	Supervisor Evaluation - Internship supervisor evaluation *** Learning Outcome** **Goal/Benchmark:** 5.6 / 7	to be used in subsequent classes / more questions written for theory on pre-post exam **Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) While the internship supervisor's rated students as achieving the goal, the measurement could be stronger. Most supervisors say "theories" are not applicable to the internship job - they are just checking a box to help the students. Where else can this outcome be measured? (09/20/2019) **Number of Students Assessed:** 26 **Number of Successful Students:** 26 **How were students selected to participate in the assessment of this outcome?:** All students earning internship credit are required to receive an internship supervisor evaluation **What do the findings suggest about student achievement of this learning outcome?:** supervisors are giving a rating to something they usually don't measure - many mark it as NA instead of giving a rating	
#6 - Methods and techniques of research and information gathering - Students will demonstrate an understanding of the methods and techniques of research and information gathering. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Portfolio Review -** In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for 1) the ability to gather information effectively and competently (Excel Column H) 2) initiative and creativity in information gathering (Excel Column I) 3) use multiple methods and sources for research (Excel Column J) 4) to effectively communicate how the information was gathered (Excel Column K) External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Student portfolios demonstrated an average to good representation of understanding of the methods and techniques used to gather information (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** External reviewers believe students are proficient in information gathering. Note... measuring informational gathering skills is difficult.	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)

reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

* Learning Outcome
Goal/Benchmark: 3.95 / 5
Timeline for Assessment: Yearly

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated
* Learning Outcome
Goal/Benchmark: 5.6 / 7

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient) Internship supervisors agree students are adequate in research and information gathering skills (09/20/2019)
Number of Students Assessed: 26
Number of Successful Students: 26
How were students selected to participate in the assessment of this outcome?: credit internships must have supervisor evaluations
What do the findings suggest about student achievement of this learning outcome?: Students are adequate in research and information gathering skills, but there's always room for improvement.

#7 - Writing, editing and production techniques of mass communication specialties - Students will demonstrate an understanding of the

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:

Reporting Period: 2018 - 2019
Conclusion: 3 - Meets Program Expectations (Proficient) Reviewers determined that student portfolios were generally good in demonstrating an understanding of mass

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
writing, editing and production techniques of mass communication specialties **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	13 1) evidence of the ability to write clearly and without errors (Excel Column L) 2) craft language for interesting and effective communication (Excel Column M) 3) write across platforms effectively (Excel Column N) 4) communicate to wide and diverse audiences (Excel Column O) External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale. 1= Poor or no representation of Learning Outcome 2= Somewhat poor representation of Learning Outcome 3= Average representation of Learning Outcome 4= Good representation of Learning Outcome 5= Outstanding representation of Learning Outcome *** Learning Outcome** **Goal/Benchmark:** 3.95 / 5 **Timeline for Assessment:** Yearly	communications writing, editing and production techniques (09/20/2019) **Number of Students Assessed:** 5 **Number of Successful Students:** 5 **How were students selected to participate in the assessment of this outcome?:** randomizer.com **What do the findings suggest about student achievement of this learning outcome?:** Students are proficient in writing but can do more to showcase their skills - students need to include many types of work in their digital portfolios.	
	Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students are learning the "core curriculum" material because the pre-test scores are lower than the post-test scores (09/20/2019) **Number of Students Assessed:** 140 **Number of Successful Students:** 140	

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
	capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. For LO #7, questions 1-20 were counted. *** Learning Outcome Goal/Benchmark:** Pre assessment score were 76/100. Post assessment scores were 83 / 100.	**How were students selected to participate in the assessment of this outcome?:** required for all students in Media Style & Structure and all students in strategic communication capstone classes **What do the findings suggest about student achievement of this learning outcome?:** Students are learning, but some information seems to be forgotten between sophomore and senior year.	
#8 = Relevant planning and management methods in mass communication - Students will demonstrate an understanding of relevant planning and management methods in mass communication. **Outcome Status:** Active **Planned Assessment Year:** 2018 - 2019	**Survey** - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. *** Learning Outcome Goal/Benchmark:** 3.95 / 5 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** Yearly	**Reporting Period:** 2018 - 2019 **Conclusion:** 3 - Meets Program Expectations (Proficient) Students agree they understand the relevant planning and management methods in mass communication. (09/20/2019) **Number of Students Assessed:** 7 **Number of Successful Students:** 7 **How were students selected to participate in the assessment of this outcome?:** all seniors were invited to participate in an exit survey **What do the findings suggest about student achievement of this learning outcome?:** students are adequate in their skills and knowledge of planning and management	

Program Plans: Outcomes and Assessment Methods

Program (CAS) - SMSC - Sports Media (BS) - 480

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

Outcome: #1 - Understanding constitutional freedoms & legal and ethical principles

Students will demonstrate an appreciation of the constitutional freedoms, legal issues and ethical principles involved in mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.4 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)
* Learning Outcome Goal/Benchmark: Pretest - Average score - 38% Posttest - Average score - 71% Goal achieved. **Timeline for Assessment:** annually

Outcome: #2 - Relevance of human diversity in mass communications

Program (CAS) - SMSC - Sports Media (BS) - 480

Students will demonstrate an understanding of the relevance of human diversity in mass communications.

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.1 The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications. **Timeline for Assessment:** annually

Outcome: #3 - History and social role of mass communications.

Students will demonstrate respect for the history and social role of mass communications.

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors "exit" survey - given a few weeks before graduation. Question #3 measured history and social role. (Active)
* Learning Outcome Goal/Benchmark: Goal achieved: 4.1 Goal is to score 4+ **Timeline for Assessment:** annually.

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas. (Active)
* Learning Outcome Goal/Benchmark: Goal not achieved. Students performed unsatisfactorily on the questions asked (questions 42-50) with an average of 62%. Many questions were deemed trivia by the committee, and questions need to be replaced. Questions need to better reflect assessing student learning in key areas under the history of mass communications and the importance of a free press. **Timeline for Assessment:** annually

Outcome: #4 - Critical, creative and independent thinking in mass communication

Students will demonstrate critical, creative and independent thinking as they relate to individual disciplines in mass communication.

Outcome Status: Active

Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the portfolio assessment survey (see Appendix), Learning Outcome #4 (critical, creative and independent thinking) is assessed in four categories:

1) if the student's work reflected the ability to analyze complex situations accurately (Excel Column D)
2) if the student was able to craft innovative solutions to difficult problems (Excel Column E)
3) if the student's work reflected looking beyond the obvious (Excel Column F)
4) if the student had the ability to effectively communicate complex ideas (Excel Column G)

External reviewers reviewed 5 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a five-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

 (Active)

* Learning Outcome Goal/Benchmark: Goal achieved: 4 / 5
Goal is 4+
Timeline for Assessment: Yearly

Supervisor Evaluation - Internship Supervisor Evaluation assessment survey (see Appendix) - Internship Supervisors were asked to assess the student's critical, creative and independent thinking / work and rate the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

Outcome: #5 - Relevant theories and concepts of mass communication

Students will demonstrate an understanding of the relevant theories and concepts of mass communication.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors exit survey (Active)

* Learning Outcome Goal/Benchmark: Goal not achieved: 3.85
Goal is 4+

Comprehensive, Certification, or Professional Exam(s) - Pre-post core curriculum exam (Active)

* Learning Outcome Goal/Benchmark: Students were tested on one question and understood the theory

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Supervisor Evaluation - Internship supervisor evaluation (Active)

* Learning Outcome Goal/Benchmark: 5.6 / 7

Outcome: #6 - Methods and techniques of research and information

Program (CAS) - SMSC - Sports Media (BS) - 480

gathering

Students will demonstrate an understanding of the methods and techniques of research and information gathering.

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #6 assessed if the students' work showed evidence for
1) the ability to gather information effectively and competently (Excel Column H)
2) initiative and creativity in information gathering (Excel Column I)
3) use multiple methods and sources for research (Excel Column J)
4) to effectively communicate how the information was gathered (Excel Column K)

External reviewers reviewed five portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* Learning Outcome Goal/Benchmark: 3.95 / 5
Timeline for Assessment: Yearly

Supervisor Evaluation - Internship Supervisors provided an overall assessment of Learning Outcome #6 - a student's understanding of the methods and techniques used in research and information gathering, rating the work on a 7-point-scale.
1 = Not Applicable
2 = Understanding Not Demonstrated
3 = Demonstrated Only Slightly
4 = Demonstrated Occasionally
5 = Demonstrated But Needs Work
6 = Demonstrated Well
7 = Expertly Demonstrated (Active)

* Learning Outcome Goal/Benchmark: 5.6 / 7

Outcome: #7 - Writing, editing and production techniques of mass communication specialties

Students will demonstrate an understanding of the writing, editing and production techniques of mass communication specialties

Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Portfolio Review - In the External Reviewers Portfolio assessment, Learning Outcome #7 is assessed in four categories:
13
1) evidence of the ability to write clearly and without errors (Excel Column L)

2) craft language for interesting and effective communication (Excel Column M)
3) write across platforms effectively (Excel Column N)
4) communicate to wide and diverse audiences (Excel Column O)

External reviewers reviewed 8 portfolios and received two links: 1) a link to a student portfolio, and 2) a link to an online survey. Each reviewer was asked to review the student's work and rate the work on a 5-point-scale.
1= Poor or no representation of Learning Outcome
2= Somewhat poor representation of Learning Outcome
3= Average representation of Learning Outcome
4= Good representation of Learning Outcome
5= Outstanding representation of Learning Outcome

(Active)

* **Learning Outcome Goal/Benchmark:** 3.95 / 5
Timeline for Assessment: Yearly

Comprehensive, Certification, or Professional Exam(s) - Pre-Post Core Course Curriculum Comprehensive Exam. Students taking the first writing class (Media Style & Structure) are pre-tested during the first week of class. Students in capstone courses are post-tested during the last two weeks of class. The exam is the same for both groups and is given during class times. The test is given via Canvas.

For LO #7, questions 1-20 were counted. (Active)

* **Learning Outcome Goal/Benchmark:** Pre assessment score were 76/100.
Post assessment scores were 83 / 100.

Outcome: #8 = Relevant planning and management methods in mass communication

Students will demonstrate an understanding of relevant planning and management methods in mass communication.
Outcome Status: Active
Planned Assessment Year: 2018 - 2019

Assessment Methods

Survey - Graduating seniors were asked to complete an online "exit" survey regarding Learning Outcomes. The survey was given a few weeks before graduation. Question #5 measured relevant planning responses. (Active)

* **Learning Outcome Goal/Benchmark:** 3.95 / 5
The goal was to receive a mean score of at least 4 (out of 5) on each question in the senior exit survey, which would indicate graduating seniors "agree" they understand and have learned a lot about the relevance and need for diversity in mass media and communications.
Timeline for Assessment: Yearly

Program Information Report

![OSU logo]

Program (CAS) - SMSC - Sports Media (BS) - 480

Program Mission Statement: To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media & Strategic Communications will do this by promoting:

Critical thinking
Creativity
Global awareness
Appreciation for the liberal arts
Adaptability
Problem solving skills
Diversity
Leadership
Community involvement

2018 - 2019
Program Information

Assessment Coordinator's Name: Gina Noble
Assessment Coordinator's E-mail Address: gina.noble@okstate.edu
Number of Students Enrolled in the Program: 96
Total Number of Students Graduated: 26
Number of Student Graduates from Stillwater Campus: 26
Number of Student Graduates from Tulsa Campus: 0
Were university assessment funds used by the department/program for assessment activities?: Yes
If yes, describe how funds were used and the contribution the funds had on the assessment process: Funds were used to pay SMSC alumni to assess student digital portfolios. SMSC selected and paid alumni who had been working professionally at least three-to-five years (or more) in media, sports media and strategic communications (representative of SMSC's three programs). The funds helped legitimize the importance of SMSC's assessment research to participating alumni because they took their jobs seriously and gave in-depth answers to help us better understand our students' strengths and weaknesses, which helps faculty improve curricula. One-hundred percent of the selected participants completed the survey.